SUSTAINABLE MARKETING MODEL MELALUI PERAN MEDIASI *PRO-SOCIAL ALTRUISM* DAN *VALUE-BASED PLANNED DALAM MEMBENTUK SUSTAINABLE BEHAVIOR*

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SUSTAINABLE MARKETING MODEL* MELALUI PERAN MEDIASI *PRO-SOCIAL ALTRUISM* DAN *VALUE-BASED PLANNED DALAM MEMBENTUK SUSTAINABLE BEHAVIOR

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ABSTRAK

Arie Indra Gunawan, 2208580. *Sustainable Marketing Model* Melalui Peran Mediasi Pro-Social Altruism dan *Value-Based Planned Consumption* dalam Membentuk *Sustainable Behavior*, di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Dr. Lili Adi Wibowo, S.Pd., S.Sos.,M.M..; Dr. Hilda Monoarfa, M.Si.

Meningkatnya tantangan lingkungan secara global, menjadikan perilaku konsumsi menjadi perhatian utama. Perilaku konsumsi yang tidak berkelanjutan mengakibatkan peningkatan limbah dan dampak negatif terhadap ekosistem. Perilaku konsumsi yang tidak etis ini cenderung mengarah pada aktivitas yang mengabaikan aspek lingkungan, sosial dan ekonomi. Penelitian ini bertujuan untuk menginvestigasi pembentukan *sustainable behavior* melalui peran mediasi *pro-sosial altruism*, *value-based planned consumption*, dan *responsible consumption*. Pengambilan sampel pada populasi menggunakan metode *multistage cluster sampling* dengan mengambil sampel dari kota besar di Indonesia. Total sampel sebanyak 409 responden yang kemudian dianalisis lebih lanjut dengan menggunakan *Structural Equation Modeling* AMOS 24. Temuan penelitian menunjukan bahwa e*nvironmental awareness* berpengaruh tidak langsung terhadap perilaku pro-lingkungan melalui mediasi kedua variabel, yaitu *pro-social altruism* dan *value-based planned consumption*. Model mediasi dalam penelitian ini menunjukan bukti bahwa kesadaran kepedulian lingkungan membutuhkan *pro-social altruism* dan *value-based planned consumption* yang bertindak sebagai katalisator yang mengubah aspek kognitif menjadi tindakan nyata dalam bentuk perilaku konsumsi yang bertanggung jawab dan berkelanjutan. Hasil penelitian ini menekankan pentingnya memahami mekanisme mediasi dalam mempromosikan perilaku berkelanjutan, temuan ini penting bagi pemangku kepentingan dalam merumuskan strategi pemasaran yang dapat mendorong perilaku berkelanjutan untuk mencapai tujuan pembangunan berkelanjutan (SDGs) dan menciptakan masa depan yang lebih berkelanjutan.

Kata Kunci : *Environmental Awareness*, *Pro-Social Altruism*, *Value-Based Planned Consumption*, *Responsible Consumption*, *Sustainable Behavior*, Perilaku Konsumsi Rumah Tangga.

ABSTRACT

Arie Indra Gunawan, 2208580. *Sustainable Marketing Model Through the Mediating Role of Pro-Social Altruism and Value-Based Planned Consumption in Forming Sustainable Behavior, under the guidance of* Prof. Dr. Hj. Ratih Hurriyati, M.P .; Dr. Lili Adi Wibowo, S.Pd., S.Sos.,M.M..; Dr. Hilda Monoarfa, M.Si.

The increasing global environmental challenges have made consumption behavior a primary concern. Unsustainable consumption behavior leads to increased waste and negative impacts on ecosystems. This unethical consumption behavior tends to result in activities that overlook environmental, social, and economic aspects. This study aims to investigate the formation of sustainable behavior through the mediating roles of pro-social altruism, value-based planned consumption and responsible consumption. A multistage cluster sampling method was employed to sample from major cities in Indonesia, resulting in a total of 409 respondents, who were subsequently analyzed using Structural Equation Modeling with AMOS 24. The findings indicate that environmental awareness has an indirect effect on pro-environmental behavior through the mediation of both variables, namely pro-social altruism and value-based planned consumption. The mediation model in this study provides evidence that environmental concern requires pro-social altruism and value-based planned consumption to act as catalysts that transform cognitive aspects into tangible actions in the form of responsible and sustainable consumption behavior. The results of this research highlight the importance of understanding the mediation mechanisms in promoting sustainable behavior. These findings are significant for stakeholders in formulating marketing strategies that can encourage sustainable behavior to achieve Sustainable Development Goals (SDGs) and create a more sustainable future.

Keywords: Environmental Awareness, Pro-Social Altruism, Value-Based Planned Consumption, Responsible Consumption, Sustainable Behavior, Household Consumption Behavior.

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