Does Environmental Engagement Drive Sustainable Consumption Behavior? The Empirical Evidence in Indonesia

Rini Kuswati
Universitas Muhammadiyah Surakarta, Indonesia

Muh Nabif Fachri Noor
Universitas Muhammadiyah Surakarta, Indonesia

Abstract

This study explores, examines, and analyzes the effect of environmental self-identity, values, concerns, and engagement on sustainable consumption behavior. One of the aims of this study was to analyze the role of environmental engagement in mediating the effect of environmental self-identity, environmental values, and environmental concerns toward sustainable consumption behavior. The SOR model was implemented to build a research model. The positivism approach through quantitative surveys is applied in research to identify consumer behavior regarding sustainable consumption. A sample of 111 respondents was collected via the Google Form questionnaire with a purposive sampling technique. The PLS-SEM analysis technique was carried out through the SmartPLS 4. The findings prove that environmental self-identity and concern significantly positively affect environmental engagement. Meanwhile, environmental engagement and self-identity significantly affect sustainable consumption behavior, and the mediating effect was discussed further. Interestingly, two other mediating relationships contributed to new findings related to this research topic.

Keywords: Environmental Self-Identity, Environmental Value, Environmental Engagement, Sustainable Consumption Behavior, S-O-R Model

---

Examining the Impact of Economy Class Flight Satisfaction on Brand Loyalty in the Light of Falling Aviation Profitability after COVID-19: Case of Turkish Airlines

Tamer Aksoy
Ibn Haldun University, Türkiye

Omer Kartoglu
Ibn Haldun University, Türkiye

Abstract

The aim of this study is to evaluate whether customer satisfaction for the most preferred economy class flight in airline businesses has a positive effect on brand loyalty. Turkish Airlines was chosen as the company that was discussed in the study. In the study, it was also aimed to investigate whether the perception of the effect of customer satisfaction on brand loyalty differs according to demographic characteristics. The study is also important because it provides up-to-date information about customer expectations that make the company preferable after the decline in airline profit rates after Covid-19. The first main hypothesis was created to measure whether customer satisfaction with economy class flight has a positive effect on brand loyalty. The second main hypothesis of the study was created to measure whether the perception of the effect of customer satisfaction on brand loyalty differs according to demographic characteristics. Questionnaire method was used methodologically in the collection of research data. 330 personnel responded to the questionnaire prepared according to a 5-point Likert scale. The SPSS-22 version was used in the analysis of the data, which includes the necessary complementary statistics and tests (frequency, percentage, mean, standard deviation, Cronbach's Alpha, factor analysis, correlation analysis, regression test, t-test, analysis of variance, Post-Hoc test, etc.). In the study, it was concluded that there is a positive and significant relationship between economy class customer satisfaction and brand loyalty. In addition, it was revealed that there were statistically significant differences between the groups according to gender, job position and educational status, but there was no significant difference according to age and travel purpose.

Keywords: Aviation, Customer Satisfaction, Brand Loyalty, Air Transport, THY