

Pengaruh Analisis Green Purchase Intention Dengan Green Trust Sebagai Variabel Intervening Pada Green Product Perawatan Tubuh

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Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh *green perceived value*, *environmental concern*, dan *green trust* terhadap *green purchase intention*. Selain itu, dilakukan juga analisis terhadap *green trust* sebagai variabel *intervening* yang memediasi hubungan antara *green perceived value* dan *environmental concern* terhadap *green purchase intention*. Penelitian ini dilakukan terhadap 130 responden yang merupakan konsumen *green product* perawatan tubuh di wilayah Jabodetabek. Pengumpulan data dilakukan dengan secara online. Kemudian data diolah menggunakan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *green perceived value* berpengaruh secara positif dan signifikan terhadap *green trust*. Sementara itu, *environmental concern* berpengaruh tidak signifikan terhadap *green trust*. Hasil penelitian juga menunjukkan bahwa *green trust* berpengaruh secara positif dan signifikan terhadap *green purchase intention*. Kemudian ditemukan bahwa *green trust* hanya memediasi hubungan antara *green perceived value* terhadap *green purchase intention* sedangkan hubungan antara *environmental concern* terhadap *green purchase intention* tidak dapat dimediasi.

Kata Kunci : *green perceived value, environemtanl concern, green trust, green purchase intention*

The Effect of Green Purchase Intention Analysis with Green Trust as an Intervening Variable on Green Personal Care Products

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Abstract

This study was directed to decide the impact of green perceived value, environmental concern, and green trust on green purchase intention. Furthermore, an investigation of green trust is additionally led as an intervening variable that intervenes the connection between green perceived value and environmental concern on green purchase intention. This exploration was directed on 130 respondents who are customers of green body care products in the Greater Jakarta area. Data collection is done on the web. Then the data is processed using SmartPLS 3.0. The outcomes showed that green perceived value affected green trust. In the meantime, environmental concern affects green trust. The outcomes likewise show that green trust meaningfully affects green purchase intention. Then, at that point, it was found that green trust only mediates the connection between green perceived value towards green purchase intention, while the connection between environmental concern towards green purchase intention cannot be mediated.

Keywords: *green perceived value, environmental concern, green trust, green purchase intention*