ANALYSIS OF GREEN PURCHASE INTENTION MEDIATED BY GREEN TRUST ON REFILL STATION PRODUCTS OF PT UNILEVER INDONESIA TBK

By **Siti Rizky Isnaini**

Abstract

This study aims to demonstrate the influence of Green Perceived Value and Environmental Knowledge on Green Purchase Intention, mediated by Green Trust, regarding the products of Refill Station PT Unilever Indonesia Tbk. The study employs a quantitative method by distributing questionnaires to 151 respondents located in Jabodetabek, aged above 17 years old, and familiar with the products of Refill Station PT Unilever Indonesia Tbk. Data collection utilized purposive sampling technique and was analyzed using descriptive and inferential analysis techniques with the Partial Least Square (PLS) method, supported by SmartPLS software version 3.2. The results of the data analysis indicate that: (1) Green Perceived Value has an impact on Green Purchase Intention; (2) Environmental Knowledge has an impact on Green Purchase Intention; (3) Green Trust has an impact on Green Purchase Intention; (4) Green Perceived Value has an impact on Green Purchase Intention through Green Trust; and (5) Environmental Knowledge has an impact on Green Purchase Intention through Green Trust.

ANALISIS *GREEN PURCHASE INTENTION* YANG DIMEDIASI *GREEN TRUST* PADA PRODUK *REFILL STATION* PT UNILEVER INDONESIA TBK

Oleh Siti Rizky Isnaini

Abstrak

Penelitian ini bertujuan untuk membuktikan adanya pengaruh *Green Perceived Value* dan *Environmental Knowledge* terhadap *Green Purchase Intention* yang dimediasi oleh *Green Trust* pada produk *Refill Station* PT Unilever Indonesia Tbk. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 151 responden yang berlokasi di Jabodetabek dengan usia di atas 17 tahun dan mengetahui produk *refill station* PT Unilever Indonesia Tbk. Pengambilan data menggunakan teknik *purposive sampling* dan dianalisis menggunakan teknik analisis deskriptif dan inferensial menggunakan metode *Partial Least Square* (PLS) dengan bantuan perangkat lunak SmarstPLS versi 3.2. Hasil analisis data menunjukkan bahwa: (1) *Green Perceived Value* berpengaruh terhadap *Green Purchase Intention* (2) *Environmental Knowledge* berpengaruh terhadap *Green Purchase Intention* (3) *Green Trust* berpengaruh terhadap *Green Purchase Intention* (4) *Green Perceived Value* berpengaruh terhadap *Green Purchase Intention* melalui *Green Trust* (5) *Environmental Knowledge* berpengaruh terhadap *Green Purchase Intention* melalui *Green Trust*.

Kata kunci: *Refill Station*, *Green Perceived Value*, *Environmental Knowledge*, *Green Trust*, *Green Purchase Intention*