

**ABSTRAK**

**PENGARUH *GREEN PERCEIVED RISK* DAN *GREEN PERCEIVED VALUE* TERHADAP *GREEN REPURCHASE INTENTION* DENGAN *GREEN TRUST* SEBAGAI MEDIASI  
Studi Pada Pengunjung Pasar Wiguna Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui pengaruh *green perceived risk* dan *green perceived value* terhadap *green repurchase intention* dengan *green trust* sebagai mediasi studi pada pengunjung pasar Wiguna Yogyakarta. Populasi pada penelitian ini adalah semua pengunjung pasar Wiguna Yogyakarta. Penelitian ini menggunakan teknik pengambilan sampel *non probability sampling* dengan metode *purposive sampling*. Penelitian ini menggunakan 130 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner *online* dalam bentuk *Google Form*. Teknik analisis pada penelitian ini adalah *Partial Least Square* dengan aplikasi SmartPLS 4. Hasil penelitian ini menunjukkan bahwa, *Green Perceived Risk* berpengaruh negatif secara signifikan terhadap *Green Repurchase Intention*, *Green Perceived Value* berpengaruh positif secara signifikan terhadap *Green Repurchase Intention*, *Green Perceived Risk* tidak berpengaruh terhadap *Green Repurchase Intention* dengan *Green Trust* sebagai mediator, *Green Perceived Value* berpengaruh terhadap *Green Repurchase Intention* dengan *Green Trust* sebagai meditor.

**Kata kunci:** *Green Perceived Risk*, *Green Perceived Value*, *Green Trust*, *Green Repurchase Intention*, Pengunjung Pasar Wiguna.

**ABSTRACT**

**THE INFLUENCE OF GREEN PERCEIVED RISK AND GREEN  
PERCEIVED VALUE ON GREEN REPURCHASE INTENTION WITH  
GREEN TRUST AS MEDIATION**  
**Study on Visitors to the Wiguna Market Yogyakarta**

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This study aims to determine the influence of green perceived risk and green perceived value on green repurchase intention with green trust as mediation on visitors Wiguna market Yogyakarta. The population in this study were all visitors to the Yogyakarta Wiguna market. This study uses non-probability sampling technique with purposive sampling method. This study used 130 respondents as a sample whose data was obtained through distributing online questionnaires in the form of Google Form. The analysis technique in this study is Partial Least Square with the SmartPLS 4 application. The results of this study indicates that, Green Perceived Risk had a significant negative influence on Green Repurchase Intention, Green Perceived Value had a significant positive influence on Green Repurchase Intention, Green Perceived Risk had no influence on Green Repurchase Intention with Green Trust as a mediator, Green Perceived Value had an influence on Green Repurchase Intention with Green Trust as a mediator.

**Keywords:** Green Perceived Risk, Green Perceived Value, Green Trust, Green Repurchase Intention, Wiguna Market Visitors.