

ABSTRAK

**PEGARUH GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK,
GREEN TRUST TERHADAP GREEN PURCHASE INTENTION PADA
PRODUK AVOSKIN**

Studi Pada Konsumen Avoskin di Yogyakarta

Nathalia Lintang Sheila Putri
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan *green perceived value*, *green perceived risk*, *green trust* terhadap *green purchase intention* pada Produk Avoskin, (2) pengaruh *green perceived value* terhadap *green purchase intention* pada Produk Avoskin, (3) pengaruh *green perceived risk* terhadap *green purchase intention* pada Produk Avoskin, (4) pengaruh *green trust* terhadap *green purchase intention* pada Produk Avoskin. Jenis penelitian adalah penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Penelitian ini menggunakan uji validitas dan reliabilitas; analisis deskriptif; uji asumsi klasik; analisis data dengan analisis regresi linier berganda; analisis uji hipotesis dengan uji F, uji t, dan koefisien determinasi menggunakan program IBM SPSS 26. Hasil yang diperoleh menunjukkan bahwa: (1) *green perceived value*, *green perceived risk*, *green trust* berpengaruh secara simultan terhadap *green purchase intention* pada produk Avoskin (2) *green perceived value* berpengaruh terhadap *green purchase intention* pada produk Avoskin, (3) *green perceived risk* tidak berpengaruh terhadap *green purchase intention* pada produk Avoskin, (4) *green trust* berpengaruh terhadap *green purchase intention* pada produk Avoskin.

Kata Kunci: *green perceived value*, *green perceived risk*, *green trust*, dan *green purchase intention*

ABSTRACT

THE INFLUENCE OF GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK, GREEN TRUST ON GREEN PURCHASE INTENTION IN PRODUK AVOSKIN

Study On Avoskin Consumers in Yogyakarta

Nathalia Lintang Sheila Putri
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2024

The research aims to determine: (1) the simultaneous influence of green perceived value, green perceived risk, green trust on green purchase intention in Avoskin product, (2) the influence of green perceived value on green purchase intention in Avoskin product, (3) the influence of green perceived risk on green purchase intention in Avoskin Product, (4) the influence of green trust on green purchase intention in Avoskin Product. The type of research used in this research is descriptive research with a quantitative approach. The sampling technique used in the research was purposive sampling. This research uses research instrument test with validity and reliability test; descriptive analysis; classic assumption; Data analysis using multiple linear regression analysis; Hypothesis testing with F test, t test, and coefficient of determination using the IBM SPSS 26 program. The results of this study show that: (1) green perceived value, green perceived risk, green trust simultaneously influence on green purchase intention in Avoskin product (2) green perceived value influences on green purchase intention in Avoskin product, (3) no green perceived risk influences on green purchase intention in Avoskin product, (4) green trust influences on green purchase intention in Avoskin product.

Keywords: green perceived value, green perceived risk, green trust, and green purchase intention