

ABSTRAK

PENGARUH GREEN BRAND IMAGE, GREEN BRAND PERCEIVED VALUE, GREEN BRAND AWARENESS, DAN GREEN BRAND TRUST TERHADAP GREEN PURCHASE INTENTION PRODUK TUPPERWARE

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Penelitian ini bertujuan untuk mengetahui : (1) Pengaruh secara simultan *green brand image*, *green brand perceived value*, *green brand awareness*, dan *green brand trust* terhadap *green purchase intention*, (2) Pengaruh secara parsial *green brand image* terhadap *green purchase intention*, (3) Pengaruh secara parsial *green brand perceived value* terhadap *green purchase intention*, (4) Pengaruh secara parsial *green brand awareness* terhadap *green purchase intention*, (5) Pengaruh secara parsial *green brand trust* terhadap *green purchase intention*. (6) Adanya perbedaan *green purchase intention* berdasarkan gender terhadap produk Tupperware. Pengambilan sampel menggunakan teknik purposive sampling. Data yang digunakan dalam penelitian berjumlah 96 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan IBM SPSS. Hasil dari penelitian ini menunjukkan bahwa : (1) *Green brand image*, *green brand perceived value*, *green brand awareness*, dan *green brand trust* secara simultan berpengaruh terhadap *green purchase intention*, (2) *Green brand image* secara parsial berpengaruh terhadap *green purchase intention*, (3) *Green brand perceived value* secara parsial tidak berpengaruh terhadap *green purchase intention*, (4) *Green brand awareness* secara parsial berpengaruh terhadap *green purchase intention*, (5) *Green brand trust* secara parsial berpengaruh terhadap *green purchase intention*, (6) Tidak terdapat perbedaan *green purchase intention* berdasarkan gender pada pengguna produk Tupperware.

Kata Kunci: *green brand image*, *green brand perceived value*, *green brand awareness*, dan *green brand trust*, *green purchase intention*

ABSTRACT

THE INFLUENCE OF GREEN BRAND IMAGE, GREEN BRAND PERCEIVED VALUE, GREEN BRAND AWARENESS, AND GREEN BRAND TRUST ON GREEN PURCHASE INTENTION TUPPERWARE PRODUCTS

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This study aims to determine: (1) The simultaneous influence of green brand image, green brand perceived value, green brand awareness, and green brand trust on green purchase intention, (2) The partial influence of green brand image on green purchase intention, (3) The partial influence of green brand perceived value on green purchase intention, (4) The partial influence of green brand awareness on green purchase intention (5) The partial influence of green brand trust on green purchase intention. (6) There is a difference in green purchase intention based on gender for Tupperware products. Sampling used a purposive sampling technique. The data used in the research amounted to 96 respondents. The data analysis techniques used in this research were descriptive analysis, classical assumption testing, and multiple linear regression analysis using IBM SPSS. The results of this study show that: (1) Green brand image, green brand perceived value, green brand awareness, and green brand trust simultaneously influenced green purchase intention, (2) Green brand image partially influences green purchase intention, (3) Green brand perceived value partially did not influence green purchase intention, (4) Green brand awareness partially influences green purchase intention, (5) Green brand trust partially influences green purchase intention, (6) There was no difference in green purchase intention based on gender among Tupperware product users.

Keywords: green brand image, green brand perceived value, green brand awareness, green brand trust, green purchase intention

