

ABSTRAK

**PENGARUH GREEN MARKETING, GREEN PERCEIVED VALUE, DAN
GREEN BRAND IMAGE TERHADAP GREEN REPURCHASE
INTENTION DENGAN GREEN TRUST
SEBAGAI VARIABEL MEDIASI
(Studi pada Mahasiswa FE USD Konsumen Le Minerale)**

Aldo Nius
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara langsung *green marketing* terhadap *green repurchase intention*, 2) pengaruh secara langsung *green perceived value* terhadap *green repurchase intention*, 3) pengaruh secara langsung *green brand image* terhadap *green repurchase intention*, 4) pengaruh *green marketing* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*, 5) pengaruh *green perceived value* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*, 6) pengaruh *green brand image* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*. Populasi dalam penelitian ini adalah mahasiswa dan mahasiswi Fakultas Ekonomi, Universitas Sanata Dharma Yogyakarta yang telah melakukan pembelian produk Le Mineral minimal 2 kali dalam 3 bulan terakhir. Data disebar melalui kuesioner dan diperoleh sebanyak 96 responden. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan *purposive sampling*. Teknik analisis data menggunakan *Partial Least Square*, yaitu SmartPLS4. Hasil penelitian ini menunjukkan bahwa 1) *green marketing* secara langsung tidak berpengaruh terhadap *green repurchase intention*, *green perceived value* secara langsung tidak berpengaruh terhadap *green repurchase intention*, 3) *green brand image* secara langsung tidak berpengaruh terhadap *green repurchase intention*, 4) *green marketing* tidak berpengaruh terhadap *green repurchase intention* dengan dimediasi oleh *green trust*, 5) *green perceived value* berpengaruh terhadap *green repurchase intention* dengan dimediasi penuh oleh *green trust*, 6) *green brand image* berpengaruh terhadap *green repurchase intention* dengan dimediasi penuh oleh *green trust*.

Kata Kunci: *Green Marketing, Green Perceived Value, Green Brand Image, Green Repurchase Intention*, dan *Green Trust*.

ABSTRACT

***INFLUENCE OF GREEN MARKETING, GREEN PERCEIVED VALUE, AND
GREEN BRAND IMAGE ON GREEN REPURCHASE INTENTION OF LE
MINERALE WITH GREEN TRUST AS MEDIATING VARIABLE
(Study on FE USD Student Consumers of Le Minerale)***

Aldo Nius

Manageent Study Program Economics Faculty

Sanata Dharma University

Yogyakarta

2025

This study aims to determine: 1) The direct effect of green marketing on green repurchase intention, 2) the direct effect of green perceived value on green repurchase intention, 3) the direct effect of green brand image on green repurchase intention, 4) the effect of green marketing on green repurchase intention mediated by green trust, 5) the effect of green perceived value on green repurchase intention mediated by green trust, 6) the effect of green brand image on green repurchase intention mediated by green trust. The population in this study were male and female students of the Faculty of Economics, Sanata Dharma University Yogyakarta who had purchased Le Mineral products at least 2 times in the last 3 months. Data were distributed through questionnaires and obtained 96 respondents. The sampling technique used was nonprobability sampling with purposive sampling. The data analysis technique used Partical Least Square, namely SmartPLS4. The results of this study indicate that 1) green marketing does not directly affect green repurchase intention, 2) green perceived value does not directly affect green repurchase intention, 3) green brand image does not directly affect green repurchase intention, green marketing does not affect green repurchase intention mediated by green trust, 5) green perceived value affects green repurchase intention fully mediated by green trust, 6) green brand image affects green repurchase intention fully mediated by green trust.

Keywords: Green Marketing, Green Perceived Value, Green Brand Image, Green Repurchase Intention, and Green Trust.