

ABSTRAK

PENGARUH GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK, DAN GREEN PRODUCT TERHADAP GREEN REPURCHASE INTENTION DENGAN GREEN TRUST SEBAGAI MEDIASI

Studi Pada Konsumen Produk Sensatia Botanicals di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *green perceived value* terhadap *green repurchase intention*, (2) pengaruh secara langsung *green perceived risk* terhadap *green repurchase intention*, (3) pengaruh secara langsung *green product* terhadap *green repurchase intention*, (4) pengaruh *green perceived value* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*, (5) pengaruh *green perceived risk* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*, (6) pengaruh *green product* terhadap *green repurchase intention* dengan dimediasi oleh *green trust*. Populasi yang digunakan pada penelitian ini adalah konsumen produk Sensatia Botanicals di Yogyakarta yang sudah pernah membeli dan menggunakan produk Sensatia Botanicals. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *green perceived value*, *green perceived risk*, *green product*, *green trust*, dan *green repurchase intention* kepada 115 responden. Teknik analisis data menggunakan *Partial Least Square* dengan software SmartPLS versi 3. Hasil penelitian menunjukkan bahwa: 1) *green perceived value* secara langsung berpengaruh terhadap *green repurchase intention*. 2) *green perceived risk* secara langsung tidak berpengaruh terhadap *green repurchase intention*. 3) *green product* secara langsung tidak berpengaruh terhadap *green repurchase intention*. 4) *green perceived value* tidak berpengaruh terhadap *green repurchase intention* dengan dimediasi oleh *green trust* (*no mediation*), 5) *green perceived risk* berpengaruh terhadap *green repurchase intention* dengan dimediasi penuh oleh *green trust*, 6) *green product* berpengaruh terhadap *green repurchase intention* dengan dimediasi penuh oleh *green trust*.

Kata Kunci: *Green Perceived Value, Green Perceived Risk, Green Product, Green Repurchase Intention, dan Green Trust.*

ABSTRACT

**THE EFFECT OF GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK, AND
GREEN PRODUCT ON GREEN
REPURCHASE INTENTION WITH GREEN
TRUST AS MEDIATION**

Study on Sensatia Botanicals Consumers in Yogyakarta

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This study aims to examine: (1) the direct influence of green perceived value on green repurchase intention, (2) the direct influence of green perceived risk on green repurchase intention, (3) the direct influence of green product on green repurchase intention, (4) the influence of green perceived value on green repurchase intention mediated by green trust, (5) the influence of green perceived risk on green repurchase intention mediated by green trust, (6) the influence of green product on green repurchase intention mediated by green trust. The population in this study consists of consumers of Sensatia Botanicals products in Yogyakarta who have previously purchased and used Sensatia Botanicals products. The sampling technique used is non-probability sampling. Data were collected by distributing questionnaires on green perceived value, green perceived risk, green product, green trust, and green repurchase intention to 115 respondents. The data analysis technique used is Partial Least Squares (PLS) with SmartPLS version 3 software. The results of the study indicate that: 1) Green perceived value directly affects green repurchase intention. 2) Green perceived risk does not directly affect green repurchase intention. 3) Green product does not directly affect green repurchase intention. 4) Green perceived value does not affect green repurchase intention when mediated by green trust (no mediation). 5) Green perceived risk affects green repurchase intention when fully mediated by green trust. 6) Green product affects green repurchase intention when fully mediated by green trust.

Keywords: *Green Perceived Value, Green Perceived Risk, Green Product, Green Repurchase Intention, Green Trust.*