

ABSTRAK

PENGARUH *GREEN PERCEIVED VALUE*, *GREEN PERCEIVED QUALITY*, DAN *GREEN BRAND IMAGE* TERHADAP *GREEN PURCHASE INTENTION* DENGAN *GREEN TRUST* SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Generasi Milenial Produk The Body Shop di Daerah Istimewa Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung *green perceived value* terhadap *green purchase intention*, 2) pengaruh secara langsung *green perceived quality* terhadap *green purchase intention*, 3) pengaruh secara langsung *green brand image* terhadap *green purchase intention*, 4) pengaruh *green perceived value* terhadap *green purchase intention* dengan dimediasi oleh *green trust*, 5) pengaruh *green perceived quality* terhadap *green purchase intention* dengan dimediasi oleh *green trust*, 6) pengaruh *green brand image* terhadap *green purchase intention* dengan dimediasi oleh *green trust*. Populasi dari penelitian ini adalah konsumen yang belum pernah melakukan pembelian produk hijau dari The Body Shop di DIY. Sampel penelitian ini terdiri dari 96 responden generasi milenial yang tertarik dengan produk hijau The Body Shop, dipilih menggunakan teknik *purposive sampling*. Teknik analisis data yang digunakan adalah *Partial Least Square* dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa: 1) *green perceived value* secara langsung berpengaruh terhadap *green purchase intention*, 2) *green perceived quality* secara langsung berpengaruh terhadap *green purchase intention*, 3) *green brand image* secara langsung berpengaruh terhadap *green purchase intention*, 4) *green perceived value* berpengaruh terhadap *green purchase intention* dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *green trust*, 5) *green perceived quality* berpengaruh terhadap *green purchase intention* dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *green trust*, 6) *green brand image* berpengaruh terhadap *green purchase intention* dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *green trust*.

Kata Kunci: *Green Perceived Value*, *Green Perceived Quality*, *Green Brand Image*, *Green Purchase Intention*, dan *Green Trust*.

ABSTRACT

THE INFLUENCE OF GREEN PERCEIVED VALUE, GREEN PERCEIVED QUALITY, AND GREEN BRAND IMAGE ON GREEN PURCHASE INTENTION, WITH GREEN TRUST AS A MEDIATING VARIABLE (Study on Millennial Consumers of The Body Shop Products in The Special Region of Yogyakarta)

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This study aims to determine: 1) the direct effect of green perceived value on green purchase intention, 2) the direct effect of green perceived quality on green purchase intention, 3) the direct effect of green brand image on green purchase intention, 4) the effect of green perceived value on green purchase intention mediated by green trust, 5) the effect of green perceived quality on green purchase intention mediated by green trust, and 6) the effect of green brand image on green purchase intention mediated by green trust. The population for this study consisted of consumers who had never purchased green products from The Body Shop in DIY. The research sample comprised 96 millennial respondents interested in The Body Shop's green products, selected using a purposive sampling technique. The data analysis technique used was Partial Least Square, with SmartPLS 4. The results showed that: 1) green perceived value directly affects green purchase intention, 2) green perceived quality directly affects green purchase intention, 3) green brand image directly affects green purchase intention, 4) green perceived value affects green purchase intention with green trust as a complementary-partial mediation variable, 5) green perceived quality affects green purchase intention with green trust as a complementary-partial mediation variable, and 6) green brand image affects green purchase intention with green trust as a complementary-partial mediation variable.

Keyword: Green Perceived Value, Green Perceived Quality, Green Brand Image, Green Purchase Intention, and Green Trust.