

ABSTRAK

**PENGARUH GREEN PERCEIVED RISK, GREEN PERCEIVED VALUE  
DAN GREEN PERCEIVED QUALITY TERHADAP GREEN TRUST  
DENGAN GREEN SATISFACTION SEBAGAI VARIABEL MEDIASI**

Studi pada Pelanggan Tupperware di Yogyakarta

Dominggus Magai  
Prodi Manajemen Fakultas Ekonomi  
Universitas Shanata Darma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara langsung *green perceived risk* terhadap *green Trust*, (2) Pengaruh secara langsung *green perceived value* terhadap *green Trust*, (3) Pengaruh secara langsung *green perceived quality* terhadap *green Trust*, (4) Pengaruh *green perceived risk* terhadap *green trust* dengan *green satisfaction* sebagai variabel mediasi, (5) Pengaruh *green perceived value* terhadap *green trust* dengan *green satisfaction* sebagai variabel mediasi, (6) Pengaruh *green perceived quality* terhadap *green trust* dengan *green satisfaction* sebagai variabel mediasi. Sampel penelitian ini adalah konsumen yang pernah membeli *Tupperware* di Yogyakarta. Teknik analisis data menggunakan *Partial Least Square (PLS)* dengan *software SmartPLS 4*. Hasil Penelitian Menunjukkan bahwa : (1) *Green Perceived Risk* secara langsung tidak berpengaruh terhadap *Green Trust* pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta, (2) *Green Perceived Value* secara langsung berpengaruh terhadap *Green Trust* pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta, (3) *Green Perceived Quality* secara langsung tidak berpengaruh terhadap *Green trust* pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta, (4) *Green Perceived Risk* tidak berpengaruh terhadap *Green Trust* dengan *Green Satisfaction* sebagai variabel mediasi pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta, (5) *Green Perceived Value* tidak berpengaruh terhadap *Green Trust* dengan *Green Satisfaction* sebagai variabel mediasi pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta, (6) *Green Perceived Quality* berpengaruh terhadap *Green Trust* dengan *Green Satisfaction* sebagai variabel mediasi pada konsumen *Tupperware* di Daerah Istimewa Yogyakarta.

Kata Kunci : *Green Perceived Risk, green perceived value, green perceived quality, green trust, dan green satisfaction*

ABSTRACT

**The Effect of Green Perceived Risk, Green Perceived Value, and Green Perceived Quality on Green Trust with Green Satisfaction as a Mediating Variable A Study of Tupperware Customers in Yogyakarta**

Dominggus Magai  
Sanata Dharma University  
Yogyakarta  
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This study aims to find out: (1) The direct influence of green perceived risk on green trust, (2) The direct influence of green perceived value on green trust, (3) The direct influence of green perceived quality on green trust, (4) The effect of green perceived risk on green trust with green satisfaction as a mediating variable, (5) The effect of green perceived value on green trust with green satisfaction as a mediation variable, (6) The effect of green perceived quality on green trust with green satisfaction as a mediating variable. The sample of this study is consumers who have bought Tupperware in Yogyakarta. The data analysis technique uses Partial Least Square (PLS) with SmartPLS software 4. The results of the study show that: (1) Green Perceived Risk has no direct effect on Green Trust in Tupperware consumers in the Special Region of Yogyakarta, (2) Green Perceived Value directly affects Green Trust in Tupperware consumers in the Special Region of Yogyakarta, (3) Green Perceived Quality has no direct effect on Green Trust in Tupperware consumers in the Special Region of Yogyakarta, (4) Green Perceived Risk has no effect on Green Trust with Green Satisfaction as a mediating variable in Tupperware consumers in the Special Region of Yogyakarta, (5) Green Perceived Value has no effect on Green Trust with Green Satisfaction as a mediating variable in Tupperware consumers in the Special Region of Yogyakarta, (6) Green Perceived Quality has an effect on Green Trust with Green Satisfaction as a mediating variable in Tupperware consumers in the Special Region Yogyakarta.

*Keywords :* *Green Perceived Risk, green perceived value, green perceived quality, green trust, and green satisfaction*