

ABSTRAK

**PENGARUH ENVIROMENTAL KNOWLEDGE, GREEN PERCEIVED RISK, DAN GREEN PERCEIVED VALUE TERHADAP GREEN PURCHASE INTENTION DENGAN GREEN TRUST SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara *environmental knowledge* terhadap *green purchase intention*, 2) pengaruh secara langsung *green perceived risk* terhadap *green purchase intention*, 3) pengaruh secara langsung *green perceived value* terhadap *green purchase intention*, 4) pengaruh *environmental knowldge* terhadap *green purchase intention* dengan dimediasi oleh *green trust*, 5) pengaruh *green perceived risk* terhadap *green purchase intention* dengan dimediasi oleh *green trust*, 6) pengaruh *green perceived value* terhadap *green purchase intention* dengan dimediasi oleh *green trust*. Populasi dari penelitian ini adalah konsumen yang belum pernah melakukan pembelian *green product* Kantong Belanja Ramah Lingkungan Super Indo D.I. Yogyakarta. Sampel penelitian ini terdiri dari 250 responden generasi Z yang tertarik dengan *green product* Super Indo, dipilih menggunakan teknik *purposive sampling*. Teknik analisis data yang digunakan adalah *Partial Least Square* dengan *SmartPLS 4*. Hasil penelitian menunjukkan bahwa: 1) *environmental knowldge* secara langsung berpengaruh terhadap *green purchase intention*, 2) *green perceived risk* tidak berpengaruh terhadap *green purchase intention*, 3) *green perceived value* secara langsung berpengaruh terhadap *green purchase intention*, 4) *environmental knowldge* berpengaruh terhadap *green purchase intention* dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *green trust*, 5) *green perceived risk* tidak berpengaruh terhadap *green purchase intention* dengan dimediasi oleh *green trust*, 6) *green perceived value* berpengaruh terhadap *green purchase intention* dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *green trust*.

Kata kunci: *environmental knowledge*, *green perceived risk*, *green perceived value*, *green purchase intention*, and *green trust*.

**ABSTRACT**

**THE INFLUENCE ENVIROMENTAL KNOWLEDGE, GREEN PERCEIVED RISK,  
AND GREEN PERCEIVED VALUE OF *GREEN PURCHASE INTENTION* WITH  
*GREEN TRUST* AS A MEDIATING VARIABLE**

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This study aims to determine: 1) the direct effect of environmental knowledge on green purchase intention, 2) the direct effect of green perceived risk on green purchase intention, 3) the direct effect of green perceived value on green purchase intention, 4) the effect of environmental knowledge on green purchase intention mediated by green trust, 5) the effect of green perceived risk on green purchase intention mediated by green trust, and 6) the effect of green perceived value on green purchase intention mediated by green trust. The population for this study consisted of consumers who had never purchased green products from green product Kantong Belanja Ramah Lingkungan Super Indo D.I.Yogyakarta. The research sample comprised 250 gen Z respondents interested in green product Super Indo, selected using a purposive sampling technique. The data analysis technique used was Partial Least Square, with SmartPLS 4. The results showed that: 1) environmental knowledge directly affects green purchase intention, 2) green perceived risk no directly affects green purchase intention, 3) green perceived value directly affects green purchase intention, 4) environmental knowledge affects green purchase intention with green trust as a complementary-partial mediation variable, 5) environmental knowledge does not have a significant effect on green purchase intention, and green trust does not mediate, and 6) green perceived value affects green purchase intention with green trust as a complementary-partial mediation variable.

Keyword: environmental knowledge, green perceived risk, green perceived value, green purchase intention, and green trust.