

## ABSTRAK

### **PENGARUH *GREEN PERCEIVED VALUE* DAN *GREEN PERCEIVED RISK* TERHADAP *GREEN REPURCHASE INTENTION* YANG DIMEDIASI OLEH *GREEN TRUST* (Survei Pada Pelanggan *The Body Shop* di Daerah Istimewa Yogyakarta)**

DESTYA LISNANINGRUM

NIM. 141160264

Mahasiswa Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

([destyalisna@gmail.com](mailto:destyalisna@gmail.com))

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *green perceived value* dan *green perceived risk* terhadap *green repurchase intention* yang dimediasi oleh *green trust* pada pelanggan produk *The Body Shop* di Daerah Istimewa Yogyakarta. Variabel independen yang digunakan adalah *green perceived value* dan *green perceived risk*. Variabel dependen yang digunakan adalah *green repurchase intention*. *Green trust* adalah variabel mediasi. Populasi pada penelitian ini adalah pelanggan produk *The Body Shop*. Pengumpulan sampel dilakukan dengan menggunakan teknik *cluster sampling* atau area sampling dengan mengelompokkan ke dalam 5 kelompok yaitu kelompok Bantul, kelompok Gunungkidul, kelompok Kota Yogyakarta, kelompok Kulon Progo kelompok Sleman dan *purposive sampling* dengan kriteria pernah melakukan pembelian minimal 2 kali pembelian produk *The Body Shop* dengan jumlah 150 responden. Metode analisis data yang digunakan dalam penelitian ini yaitu *structural equation modelling (SEM)*.

Hasil dari penelitian ini menunjukkan bahwa *green perceived value* berpengaruh positif dan signifikan terhadap *green trust*. *Green perceived risk* berpengaruh negatif dan signifikan terhadap *green trust*. *Green perceived value* berpengaruh positif dan signifikan terhadap *green repurchase intention*. *Green perceived risk* berpengaruh negatif dan signifikan terhadap *green repurchase intention*. *Green trust* berpengaruh positif dan signifikan terhadap *green repurchase intention*. *Green trust* memediasi *green perceived value* dan *green perceived risk* terhadap *green repurchase intention*.

**Kata Kunci:** *green perceived value, green perceived risk, green repurchase intention, green trust, pelanggan The Body Shop*

***THE INFLUENCE OF GREEN PERCEIVED VALUE AND GREEN PERCEIVED RISK TOWARD GREEN REPURCHASE INTENTION MEDIATED BY GREEN TRUST***

*(Survey of The Body Shop Customers in Special Region of Yogyakarta)*

DESTYA LISNAINGRUMI

141160264

Mahasiswa Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

[\(destyalisna@gmail.com\)](mailto:destyalisna@gmail.com)

***ABSTRACT***

*This study aims to determine the effect of green perceived value and green perceived risk on green repurchase intention mediated by green trust in customers of The Body Shop products in the Special Region of Yogyakarta. The independent variables used are green perceived value and green perceived risk. The dependent variable used is green repurchase intention. Green trust is a mediating variable. The population in this study are customers of The Body Shop products. Sample collection is done by using cluster sampling or area sampling techniques by grouping into 5 groups, namely Bantul, Gunungkidul, Kota Yogyakarta, Kulon Progo, Sleman and the purposive sampling with the criteria of having made at least 2 purchases of The Body Shop products number of 150 respondents. The data analysis method used in this study is structural equation modeling (SEM).*

*The results of this study indicate that green perceived value has a positive and significant effect on green trust. green perceived risk has a negative and significant effect on green trust. Green perceived value has a positive and significant effect on green repurchase intention. Green perceived risk has a negative and significant effect on green repurchase intention. Green trust has a positive and significant effect on green repurchase intention. Green trust mediates green perceived value and green perceived risk to green repurchase intention.*

***Keyword: green perceived value, green perceived risk, green repurchase intention, green trust, pelanggan The Body Shop***