

**PENGARUH *GREEN PRODUCT*, *GREEN ADVERTISING* DAN *GREEN PERCEIVED VALUE* TERHADAP *GREEN PURCHASE INTENTION* DI MEDIASI OLEH *GREEN TRUST* PADA PRODUK AQUA
(Studi di Daerah Istimewa Yogyakarta)**

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ABSTRACT

Penelitian ini bertujuan untuk mengetahui pengaruh langsung maupun tidak langsung dari *green product*, *green advertising*, *green perceived value* terhadap *green purchase intention* dengan *green trust* sebagai variabel mediasi pada produk AQUA. Objek penelitian ini merupakan 190 orang yang berada di Daerah Istimewa Yogyakarta. Pengambilan sampel menggunakan Teknik *non probability* dengan jenis sampling *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis PLS dengan program SmartPLS versi 3. Hasil penelitian menunjukkan bahwa (1) *green product* berpengaruh positif dan signifikan terhadap *green trust*, (2) *green advertising* berpengaruh positif dan signifikan terhadap *green trust*, (3) *green perceived value* berpengaruh positif dan signifikan terhadap *green trust*, (4) *green trust* berpengaruh positif dan signifikan terhadap *green purchase intention*, (5) *green product* berpengaruh positif dan signifikan terhadap *green purchase intention* yang dimediasi oleh *green trust*, (6) *green advertising* berpengaruh positif dan signifikan terhadap *green purchase intention* yang dimediasi oleh *green trust*, (7) *green perceived value* berpengaruh positif dan signifikan terhadap *green purchase intention* yang dimediasi oleh *green trust*.

Kata kunci : *Green Product*, *Green Advertising*, *Green Perceived Value*, *Green Trust*, *Green Purchase Intention*, *AQUA*, *PLS*.

***THE INFLUENCE OF GREEN PRODUCT, GREEN ADVERTISING, AND
GREEN PERCEIVED VALUE ON GREEN PURCHASE INTENTION
MEDIATED BY GREEN TRUST
(STUDY IN SPECIAL REGION YOGYAKARTA)***

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ABSTRACT

This study aims to determine the direct and indirect effects of green product, green advertising, and green perceived value on green purchase intention, with green trust as the mediating variabel, specifically focusing on AQUA products. The research subjects consisted of 190 individuals located in the Special Region of Yogyakarta. Non-probability sampling technique, specifically purposive sampling, was employed to collect the sample. The data analysis method used in this study was Partial Least Squares (PLS) analysis, conducted with SmartPLS version 3 software.

The results of the study indicate that (1) green product has a positive and significant effect on green trust, (2) green advertising has a positive and significant effect on green trust, (3) green perceived value has a positive and significant effect on green trust, (4) green trust has a positive and significant effect on green purchase intention, (5) green product has a positive and significant effect on green purchase intention mediated by green trust, (6) green advertising has a positive and significant effect on green purchase intention mediated by green trust, and (7) green perceived value has a positive and significant effect on green purchase intention mediated by green trust.

Keywords : *Green Product, Green Advertising, Green Perceived Value, Green Trust, Green Purchase Intention, AQUA, PLS.*