

PENGARUH *GREEN MARKETING PERCEPTION* DAN *ENVIRONMENTAL AWARENESS* TERHADAP *GREEN PRODUCT PURCHASE INTENTION* YANG DIMEDIASI OLEH *GREEN TRUST*

(Survei Pada Calon Konsumen Produk Fashion “Tufine” di Indonesia)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh langsung *green marketing perception* dan *enviromental awareness* terhadap *green product purchase intention* dan pengaruh tidak langsung *green marketing perception* dan *environmental awareness* terhadap *green product purchase intention* yang dimediasi oleh *green trust* pada brand Tufine. Penelitian ini menggunakan metodologi kuantitatif dengan menggunakan alat analisis SmartPLS (*Partial Least Square*). Jumlah populasi tidak diketahui dan sampel dalam penelitian ini sebanyak 144 responden dengan menggunakan teknik *purposive sampling*. Penelitian ini mengungkapkan hasil sebagai berikut: 1) *green marketing perception* berpengaruh langsung secara positif dan signifikan terhadap *green product purchase intention*, 2) *environmental awareness* berpengaruh langsung secara positif dan signifikan terhadap *green product purchase intention*, 3) *green marketing perception* berpengaruh langsung secara positif dan signifikan terhadap *green trust*, 4) *environmental awareness* berpengaruh langsung secara positif dan signifikan terhadap *green trust*, 5) *green trust* berpengaruh langsung secara positif dan signifikan terhadap *green product purchase intention*, 6) *green marketing perception* berpengaruh positif dan signifikan terhadap *green product purchase intention* melalui *green trust*, 7) *environmental awareness* berpengaruh positif dan signifikan terhadap *green product purchase intention* melalui *green trust*.

Kata Kunci: *green marketing perception, environmental awareness, green trust, green product purchase intention, fashion*

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ABSTRACT

This study aims to determine the direct effect of green marketing perception and environmental awareness on green product purchase intention and the indirect effect of green marketing perception and environmental awareness on green product purchase intention mediated by green trust on the Tufine brand. This study uses a quantitative methodology using the SmartPLS (Partial Least Square) analysis tool. The population is unknown and the sample in this study was 144 respondents using a purposive sampling technique. This study reveals the following results: 1) green marketing perception has a direct positive and significant effect on green product purchase intention, 2) environmental awareness has a direct positive and significant effect on green product purchase intention, 3) green marketing perception has a direct positive and significant effect on green trust, 4) environmental awareness has a direct positive and significant effect on green trust, 5) green trust has a direct positive and significant effect on green product purchase intention, 6) green marketing perception has an positive and significant effect on green product purchase intention through green trust, 7) environmental awareness has an positive and significant effect on green product purchase intention through green trust.

Keyword: green marketing perception, environmental awareness, green trust, green product purchase intention, fashion