

ABSTRAK

PERAN MEDIASI *GREEN TRUST* PADA PENGARUH *GREEN PERCEIVED VALUE* DAN *GREEN BRAND IMAGE* TERHADAP *GREEN PURCHASE INTENTION* PADA *ECO-FASHION* DI DAERAH ISTIMEWA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui dan menganalisis peran mediasi *green trust* pada pengaruh *green perceived value* dan *green brand image* terhadap *green purchase intention* pada *eco-fashion* di DIY. Penelitian ini merupakan penelitian kuantitatif dengan populasi sebagian masyarakat DIY dan sampelnya berjumlah 180 responden. Metode pengambilan sampel pada penelitian ini menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Metode analisis yang digunakan oleh peneliti adalah *Partial Least Squares* (PLS) dengan menggunakan *software smart PLS 3.0*. Hasil penelitian menunjukkan bahwa *green perceived value* berpengaruh positif dan signifikan terhadap *green purchase intention*, *green brand image* berpengaruh positif dan signifikan terhadap *green purchase intention*, *green perceived value* berpengaruh positif dan signifikan terhadap *green trust*, *green brand image* berpengaruh positif dan signifikan terhadap *green trust*, *green trust* berpengaruh positif dan signifikan terhadap *green purchase intention*, *green trust* berperan sebagai variabel mediasi antara hubungan *green perceived value* terhadap *green purchase intention*, serta hubungan antara *green brand image* terhadap *green purchase intention*.

Kata kunci: *green perceived value*, *green brand image*, *green trust*, *green purchase intention*

ABSTRACT

THE MEDIATING ROLE OF GREEN TRUST IN THE EFFECT OF GREEN PERCEIVED VALUE AND GREEN BRAND IMAGE ON GREEN PURCHASE INTENTION FOR ECO-FASHION IN THE SPECIAL REGION OF YOGYAKARTA

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This study aims to determine and analyze the mediating role of green trust on the influence of green perceived value and green brand image on green purchase intention on eco-fashion in DIY. This research is a quantitative study with a population of some DIY people and a sample of 180 respondents. The sampling method in this study uses non-probability sampling techniques with purposive sampling method. The analysis method used by researchers is Partial Least Squares (PLS) using smart PLS 3.0 software. The results showed that green perceived value has a positive and significant effect on green purchase intention, green brand image has a positive and significant effect on green purchase intention, green perceived value has a positive and significant effect on green trust, green brand image has a positive and significant effect on green trust, green trust has a positive and significant effect on green purchase intention, green trust acts as a mediating variable between the relationship between green perceived value and green purchase intention, as well as the relationship between green brand image and green purchase intention.

Keywords: green perceived value, green brand image, green trust, green purchase intention