

Pengaruh Green Perceived Value dan Green Perceived Risk Terhadap Green Trust dan Green Purchase Intention (Green Marketing): Studi Kasus pada Konsumen Lemari Es Merek LG di Kota Semarang

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh green perceived value dan green perceived risk terhadap green trust dan green purchase intention. Unit sampel adalah 100 orang konsumen yang membeli lemari es merek LG yang sudah menggunakan teknologi ramah lingkungan (smart inverter compressor, pengurangan HCFC, dan LED) di Kota Semarang. Teknik analisis menggunakan Structural Equation Modelling (SEM) dengan AMOS versi 22.00. Hasil penelitian, disimpulkan: green perceived value berpengaruh positif secara signifikan terhadap green trust; green perceived risk berpengaruh negatif secara signifikan terhadap green trust; green perceived value berpengaruh positif secara signifikan terhadap green purchase intention; green perceived risk negatif secara signifikan terhadap green purchase intention; dan green trust berpengaruh positif secara signifikan terhadap green purchase intention.

Kata Kunci : green perceived value, green perceived risk, green trust, green purchase intention

**The Effect of Green Perceived Value and Green Perceived Risk on
Green Trust and Green Purchase Intention(Green Marketing): Case
Study on Consumer of LG Refrigerator Brands in Semarang**

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ABSTRACT

This research analyzes the effect of green perceived value and green perceived risk on green trust and green purchase intention. The sample unit is 100 consumers who purchased the LG brand refrigerator brands that already using environmentally friendly technologies (smart inverter compressor, reduction of HCFCs, and LED) in Semarang. The technique analysis uses Structural Equation Modelling (SEM) with AMOS version 22.00. Based on the result, the conclusion are: (1) green perceived value has a positive and significant effect on green trust; (2) green perceived risk has a negative significant effect on green trust; (3) green perceived value has a positive and significant effect on green purchase intention; (4) green perceived risk has a negative and significant effect on green purchase intention; and (5) green trust has a positive and significant on green purchase intention.

Keyword : green perceived value, green perceived risk, green trust, green purchase intention