

ABSTRACT

The Effect Green Brand Image on Green Purchase Intention through Green Trust and Perceived Behavioural Control (Case of Green Product in Indonesia)

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The big impact caused by environmental pollution encourages people to become aware of the importance of protecting the environment. One of them is shown by a selective attitude in determining products that have minimal environmental damage. This study aims to determine and analyze the effect of green brand image on green trust, the effect of green trust on green purchase intention, the effect of green trust on perceived behavioural control, and the effect of perceived behavioural control on green purchase intention. The research was conducted using a survey method by distributing questionnaires to 239 respondents who are Green Consumers in Indonesia. Determination of the sample using purposive sampling technique with the criteria that are at least 18 years old, have used environmentally friendly products, and apply the 3R concept (Reduce, Reuse, Recycle) to manage the waste generated. The data analysis technique was carried out using Structural Equation Modeling (SEM) which tested the influence between green brand image, green trust, perceived behavioural control, and green purchase intention. The results show that Green Brand Image can affect Green trust, then Green trust can affect Perceived Behavioural Control and Green

Purchase Intention, and Perceived Behavioural Control can affect Green Purchase Intention.

Keywords : Green Brand Image, Green Trust, Green Purchase Intention, Perceived Behavioral Control, Green Product and Green Consumer

ABSTRAK

Pengaruh Green Brand Image Terhadap Green Purchase Intention Melalui Green Trust dan Perceived Behavioral Control (Case of Green Product in Indonesia)

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Dampak besar yang ditimbulkan akibat pencemaran lingkungan mendorong masyarakat menjadi sadar akan pentingnya menjaga lingkungan. Salah satunya ditunjukkan dengan sikap selektif dalam menentukan produk yang memiliki dampak minimal terhadap kerusakan lingkungan. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *green brand image* terhadap *green trust*, pengaruh *green trust* terhadap *green purchase intention*, pengaruh *green trust* terhadap *perceived behavioral control*, dan pengaruh *perceived behavioral control* terhadap *green purchase intention*. Penelitian dilakukan menggunakan metode survei melalui penyebaran angket kuesioner kepada 239 responden yang merupakan *Green Consumer* di Indonesia. Penentuan sampel menggunakan teknik purposive sampling dengan kriteria yaitu berusia minimal 18 tahun, pernah menggunakan produk ramah lingkungan, dan menerapkan konsep 3R (*Reduce, Reuse, Recycle*) dalam upaya mengelola sampah yang dihasilkan. Teknik analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) dimana dilakukan pengujian pengaruh antara *green brand image*, *green trust*, *perceived behavioral control*, dan *green purchase intention*. Hasil penelitian menunjukkan bahwa *Green Brand Image* dapat mempengaruhi *Green trust*, Kemudian *Green trust*

dapat mempengaruhi *Perceived Behavioral Control* dan *Green Purchase Intention*, serta *Perceived Behavioral Control* dapat mempengaruhi *Green Purchase Intention*.

Kata Kunci : *Green Brand Image, Green Trust, Green Purchase Intention, Perceived Behavioral Control, Produk Ramah Lingkungan dan Green Consumer.*