

## **ABSTRACT**

*The purpose of this study is to analyze the impact of green perceived quality and green satisfaction on green trust and its implications on green purchase behavior. a gallon of bottle water AQUA. The study takes place in residential area of North Serpong, South Tangerang-Banten. The sample consisted of 150 respondents who consume a gallon of bottle water AQUA in the area of North Serpong. The sampling technique in this research is Convenience Sampling. Data analysis which is used statistical analysis in the form of Structural Equation Modelling (SEM) with program LISREL 8.80.*

*The result indicated that green perceived quality significantly affect green satisfaction, while green perceived quality does not significantly affect green trust. Green satisfaction significantly affect green trust and green trust significantly green purchase behavior.*

**Keywords:** *green perceived quality, green satisfaction, green trust, green purchase behavior.*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green perceived quality* dan *green satisfaction* terhadap *green trust* serta implikasinya terhadap *green purchase behavior* pada air minum dalam kemasan galon AQUA. Penelitian ini mengambil lokasi di perumahan wilayah Serpong Utara, Tangerang Selatan-Banten. Sampel terdiri dari 150 responden yang mengkonsumsi air minum dalam kemasan galon AQUA yang berada di wilayah Serpong Utara. Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Analisis data yang digunakan adalah analisis statistik dalam bentuk *Structural Equation Modelling* (SEM) dengan program LISREL 8.80.

Hasil penelitian ini menunjukkan bahwa *green perceived quality* berpengaruh signifikan terhadap *green satisfaction*, sementara *green perceived quality* tidak berpengaruh signifikan terhadap *green trust*. *Green satisfaction* berpengaruh signifikan terhadap *green trust* dan *green trust* berpengaruh signifikan terhadap *green purchase behavior*.

**Kata kunci:** *green perceived quality*, *green satisfaction*, *green trust*, *green purchase behavior*.

