

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green product*, *green trust*, *green promotion* terhadap *Green Purchase Intention* pada IKEA Alam Sutera. Sampel yang dipergunakan adalah sebanyak 160 responden yang belum pernah berkunjung dan membeli produk IKEA di alam Sutera, dihitung berdasarkan jumlah indikator penelitian dengan jumlah sampel minimum. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Structural Equation Method (Partial Least Square)*. Hasil penelitian menunjukkan bahwa *Green Product* memiliki pengaruh yang positif dan signifikan terhadap *Green Purchase Intention*, *Green Trust* memiliki pengaruh yang positif dan signifikan terhadap *Green Purchase Intention*, *Green Promotion* memiliki pengaruh yang positif dan signifikan terhadap *Green Purchase Intention* pada IKEA Alam Sutera.

Kata Kunci: *Green Product*, *Green trust*, *Green Promotion* terhadap *Green Purchase Intention*, IKEA Alam Sutera.



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ABSTRACT

The study aims to analyze the influence of green product, green trust, green promotion, on the green purchase intention at IKEA alam sutera . The sample used were 160 respondents who have never visited and purchased IKEA products in Alam sutera, calculated based on the number of research indicators with a minimum sample count. The sampling method is purposive sampling. The data collection method uses the survey method, with the research with the research instrument is a questionnaire. The data analysis method using Structural Equation Method (Partial Least Square).The result showed that Green Product had a Positive and significant on Green Purchase Intention, Green Trust had a positive and significant on Green Purchase Intention, Green Promotion had a positive and significant on Green Purchase Intention on IKEA Alam Sutera.

Keywords: Green Product, Green trust, Green Promotion to Green Purchase Intention, IKEA Alam Sutera.



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