

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Awareness* dan *Green Perceived Value* terhadap *Green Purchase Intention* dengan dimediasi oleh *Green Trust* pada produk Sedotan Bambu. Subjek penelitian ini adalah konsumen yang mempunyai keterlibatan dalam konteks pembelian *green products*. Sampel yang digunakan pada penelitian ini sebanyak 102 responden. Teknik pengumpulan sampel dalam penelitian ini menggunakan *non-probability sampling* dengan metode yang digunakan yaitu *purposive sampling*. Dan menggunakan metode pendekatan kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan instrument penyebaran kuisisioner google form dengan sumber data primer. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM PLS 4.0. Hasil pada penelitian ini menunjukkan bahwa (1). *Green Awareness* berpengaruh positif dan signifikan terhadap *Green Trust*, (2) *Green Perceived Value* berpengaruh positif dan signifikan terhadap *Green Trust*, (3) *Green Trust* berpengaruh positif dan signifikan terhadap *Green Purchase Intention*, (4) *Green Awareness* berpengaruh negatif dan tidak signifikan terhadap *Green Purchase Intention*, (5) *Green Perceived Value* berpengaruh positif dan signifikan terhadap *Green Purchase Intention*, (6) *Green Awareness* berpengaruh positif dan signifikan terhadap *Green Purchase Intention* melalui *Green Trust*, (7) *Green Perceived Value* berpengaruh positif dan signifikan terhadap *Green Purchase Intention* melalui *Green Trust*.

Kata Kunci : *Green Awareness*, *Green Perceived Value*, *Green Purchase Intention*, *Green Trust*, Sedotan Bambu

ABSTRACT

This study aims to analyze the effect of Green Awareness and Green Perceived Value on Green Purchase Intention with Green Trust as a Mediating Variable on Bamboo Straw products. The subjects of this research are consumers who have involvement in the context of purchasing green products. The sample used in this study were 102 respondents. The sample collection technique in this study used non-probability sampling with the method used, namely purposive sampling. And using a quantitative approach method. The data collection technique in this study used a google form questionnaire distribution instrument with primary data sources. The data analysis used is statistical analysis in the form of SEM PLS 4.0. The results in this study indicate that (1). Green Awareness has a positive and significant effect on Green Trust, (2) Green Perceived Value has a positive and significant effect on Green Trust, (3) Green Trust has a positive and significant effect on Green Purchase Intention, (4) Green Awareness has a negative and insignificant effect on Green Purchase Intention, (5) Green Perceived Value has a positive and significant effect on Green Purchase Intention, (6) Green Awareness has a positive and significant effect on Green Purchase Intention through Green Trust, (7) Green Perceived Value has a positive and significant effect on Green Purchase Intention through Green Trust.

Keywords : Green Awareness, Green Perceived Value, Green Purchase Intention, Green Trust, Bamboo Straws.