

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel *green brand image*; *green satisfaction*; dan *green trust* terhadap *green brand equity* pada merek LG di Surabaya, Indonesia.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 18. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi persyaratan karakteristik populasi melalui proses penyebaran kuesioner. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *green brand image* terhadap *green satisfaction*, *green brand image* terhadap *green trust*, dan *green satisfaction* terhadap *green brand equity*. Pengaruh *green brand image* terhadap *green brand equity* dan *green trust* terhadap *green brand equity* dinyatakan tidak terdukung.

Kata Kunci: *Green Brand Image*, *Green Satisfaction*, *Green Trust*, *Green Brand Equity*.

## **ABSTRACT**

*The purposes of this study is to investigate three drivers of green brand equity: green brand image; green satisfaction, and green brand equity LG at Surabaya, Indonesia.*

*This research using Structural Equation Modeling (SEM) with AMOS 18 software. Sampling techniques used in this research are non probability sampling with this type of purposive sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 150 respondents.*

*The results of this study showed the influence of green brand image toward green satisfaction, green brand image toward green trust, and green satisfaction toward green brand equity. Furthermore, the green brand image toward green brand equity and green trust toward green brand equity was found to be no supportive.*

*Keywords: Green Brand Image, Green Satisfaction, Green Trust, Green Brand Equity.*