INTISARI

Penelitian ini menggabungkan model penelitian yang dikembangkan oleh Ng *et al.* (2014), Chen (2010), dan Bekk *et al.* (2016) dan bertujuan untuk menganalisis anteseden dan dampak *green brand equity* pada sepeda motor Honda berteknologi *Programmable Fuel Injection* (PGM-FI) di Surabaya. Model teoretis dengan hubungan hipotesis dikembangkan yang terdiri dari sembilan konstruk laten : *perceived quality of a brand*, *brand credibility*, *green brand image*, *green brand perceived value*, *green satisfaction*, *green trust*, *green brand equity*, *brand attitude*, dan *positive word of mouth communication*. Metode yang digunakan untuk mengumpulkan data dalam penelitian ini adalah menyebarkan kuesioner kepada 260 responden yang memenuhi karakteristik sampel yang telah ditetapkan. Kemudian, metode yang digunakan untuk menguji validitas dan reliabilitas data adalah software SPSS 18.0 dan metode yang digunakan untuk menguji hipotesis adalah Structural Equation Modeling menggunakan software Lisrel 8.80. Hasil menunjukkan *brand credibility*, *green brand perceived value*, dan *green satisfaction* memiliki pengaruh positif terhadap *green brand equity*, jadi memiliki peran sebagai antesden. Di sisi lain, *green brand image* dan *green trust* tidak berpengaruh terhadap *green brand equity*. Selanjutnya, hasil menunjukkan bahwa *green brand equity* memiliki pengaruh positif terhadap *brand attitude* dan *positive word of mouth communication*, di mana pengaruh positif *green brand equity* terhadap *positive word of mouth communication* juga dapat terjadi melalui mediasi oleh *brand attitude*. Jadi *brand attitude* dan *positive word of mouth communication* merupakan dampak dari *green brand equity*.

Kata kunci : anteseden, dampak, *green brand equity*, sepeda motor Honda berteknologi PGM-FI

ABSTRACT

This study integrates the research model developed by Ng et al. (2014), Chen (2010), and Bekk et al. (2016) and aims to analyze the antecedent and impact of green brand equity on Honda motorcycle with Programmable Fuel Injection (PGM-FI) technology in Surabaya. A theoretical model with hypothesized relationships is developed consisting of nine latent constructs : perceived quality of a brand, brand credibility, green brand image, green brand perceived value, green satisfaction, green trust, green brand equity, brand attitude, and positive word of mouth communication. The method used to collect the data in this study is distributing questionnaire to 260 respondents who meets the sample characteristics that have been determined. Later, the method used to test the validity and reliability of the data is SPSS 18.0 software and the method used to test the hypotheses is Structural Equation Modeling using Lisrel 8.80 software. The results show that brand credibility, green brand perceived value, and green satisfaction have positive influence on green brand equity, thus having role as the antecedents. On the other hand, green brand image and green trust have no influence on green brand equity. Furthermore, the results show that green brand equity has positive influence on brand attitude and positive word of mouth communication, where the positive influence of green brand equity on positive word of mouth communication can be also through mediation of brand attitude. Thus brand attitude and positive word of mouth communication are impacts of green brand equity.

Keywords : antecedent, impact, green brand equity, Honda motorcycle with PGM-FI technology