THE EFFECT OF GREEN PERCEIVED VALUE AND GREEN PERCEIVED RISK TOWARD GREEN PURCHASE INTENTION THROUGH GREEN TRUST

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**Abstrak** – Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh green perceived value dan green perceived risk terhadap green purchase intention melalui mediasi green trust AC low watt di Surabaya. Hasil penelitian ini menunjukkan adanya pengaruh green perceived value terhadap green trust, green trust terhadap green purchase intention, dan green perceived value terhadap green purchase intention. Sedangkan, pengaruh green perceived risk terhadap green trust dan green perceived risk terhadap green purchase intention AC low watt di Surabaya tidak terbukti.

**Kata Kunci**: Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention

**Abstract** – This study aims to know and analyze the influence of green perceived value and green perceived risk on green purchase intention from mediation effect of green trust AC low watt in Surabaya. The results of this study show the influence of green perceived value on green trust, green trust on green purchase intention, and green perceived value on green purchase intention. While the influence of green perceived risk on green trust and green perceived risk on green purchase intention rejected.

**Key Words**: Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intention

**INTRODUCTION**

Environmental damage has become a global problem, and Indonesia is also one of the countries that suffered from it. This damage in Indonesia has reached 40-50% of the total area. One of the environmental damage that is being discussed is global warming or global warming. Global warming is increasing the average temperature at the earth’s surface.

One of the main causes of global warming comes from the excessive use of electrical energy. Electricity becomes the main source to support all human activities, especially in the household, where many electronic device used. As tropical country one electronic device that need large power is air conditioner (AC). The use of AC contributed by 70% in households that can contribute to global warming.