

ABSTRAK

ZAHRA TRI WULANDARI TOEKAN

2102018019

PENGARUH GREEN PRODUCT DAN GREEN ADVERTISING TERHADAP PURCHASE DECISION SUSU SEHAT MILO MELALUI GREEN TRUST SEBAGAI VARIABEL MEDIASI

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan *green product* dan *green advertising* yang mempengaruhi *purchase decision* melalui *green trust* sebagai variabel mediasi.

Dalam penelitian ini, peneliti menggunakan metode survey dengan mengambil sampel dengan menggunakan teknik eksidental sebanyak 160 responden. Teknik pengolahan data menggunakan kuesioner (google formulir). Metode penelitian yang digunakan ialah Structural Equation Modeling (SEM), dengan analisis data menggunakan aplikasi SmartPLS.

Hasil analisis menunjukkan bahwa *Green Product* memiliki pengaruh dan signifikan terhadap *Green Trust*. *Green Product* memiliki pengaruh terhadap *Purchase Decision*. *Green Advertising* memiliki pengaruh terhadap *Green Trust*. *Green Advertising* tidak berpengaruh terhadap *Purchase Decision*. *Green Trust* memiliki pengaruh terhadap *Purchase Decision*. *Green Trust* tidak memediasi Pengaruh *Green Product* terhadap *Purchase Decision*. *Green Trust* memediasi pengaruh *Green Advertising* terhadap *Purchase Decision*.

Kata kunci : *Green Product*, *Green Advertising*, *Green Trust*, dan *Purchase Decision*

ABSTRACT

ZAHRA TRI WULANDARI TOEKAN
2102018019

THE INFLUENCE OF GREEN PRODUCT AND GREEN ADVERTISING ON PURCHASE DECISION OF HEALTHY MILO MILK THROUGH GREEN TRUST AS A MEDIATION VARIABLE

This study aims to analyze and describe green product and green advertising that influence purchase decision through green trust as a mediating variable. In this study, researchers used a survey method by taking samples using the accidental technique of 160 respondents. The data processing technique used a questionnaire (google form). The research method used is Structural Equation Modeling (SEM), with data analysis using the SmartPLS application. The results of the analysis show that the Green Product has a significant and significant effect on the Green Trust. Green Product has an influence on Purchase Decision. Green Advertising has an influence on the Green Trust. Green Advertising has no effect on Purchase Decision. Green Trust has an influence on Purchase Decision. Green Trust does not mediate the effect of Green Product on Purchase Decision. Green Trust mediates the effect of Green Advertising on Purchase Decision.

Keywords: Green Product, Green Advertising, Green Trust, and Purchase Decision