

ABSTRAK

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PENGARUH GREEN BRAND IMAGE TERHADAP GREEN REPURCHASE INTENTION YANG DIMEDIASI OLEH GREEN BRAND ATTACHMENT DAN GREEN TRUST: STUDI PADA KONSUMEN THE BODY SHOP DI DKI JAKARTA

Penelitian ini dilakukan untuk mengetahui pengaruh secara langsung dari *green brand image* terhadap *green repurchase intention*, maupun pengaruh tidak langsung melalui mediasi dari *green brand attachment* dan *green trust*. Penelitian ini termasuk kedalam jenis penelitian kuantitatif, sampel yang digunakan sebesar 200 responden, teknik pengumpulan data yang digunakan adalah kuesioner, dan teknik pengolahan data yang digunakan adalah PLS-SEM. Hasil penelitian menemukan bahwa *green brand image* berpengaruh secara signifikan dan positif terhadap *green repurchase intention*, *green brand attachment* dan *green trust*. Kemudian *green brand attachment* ditemukan berpengaruh secara signifikan dan positif terhadap *green repurchase intention*. Terakhir, *green trust* ditemukan berpengaruh secara signifikan dan positif terhadap *green repurchase intention* dan *green brand attachment*.

Kata Kunci: *Green brand image*, *green brand attachment*, *green trust*, dan *green repurchase intention*

ABSTRACT

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THE EFFECT OF GREEN BRAND IMAGE ON GREEN REPURCHASE INTENTION MEDIATED BY GREEN BRAND ATTACHMENTS AND GREEN TRUST: A STUDY OF THE BODY SHOP CONSUMERS IN DKI JAKARTA

This research was conducted to determine the direct effect of green brand image on green repurchase intention, as well as the indirect effect through the mediation of green brand attachment and green trust. This research belongs to the type of quantitative research, the sample used is 200 respondents, the data collection technique used is a questionnaire, and the data processing technique used is PLS-SEM. The results of the study found that green brand image has a significant and positive effect on green repurchase intention, green brand attachment and green trust. Then green brand attachment was found to have a significant and positive effect on green repurchase intention. Finally, green trust was found to have a significant and positive effect on green repurchase intention and green brand attachment.

Keywords: Green brand image, green brand attachment, green trust, and green repurchase intention