

## ABSTRAK

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### FAKTOR-FAKTOR YANG MEMPENGARUHI *GREEN REPURCHASE INTENTION*

Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi *green repurchase intention*. Metode survei diterapkan dalam penelitian ini. Kuesioner digunakan untuk mengumpulkan data. Teknik pengambilan sampel pada penelitian ini adalah *convenience sampling*. Besar sampel sebanyak 214 sampel. Alat statistik Partial Least Square-Structural Equation Modeling (PLS-SEM) diterapkan untuk analisis data. Hasil penelitian menunjukkan bahwa *green brand image* berpengaruh positif terhadap *green attitude*, *green trust*, dan *green repurchase intention*. Kemudian *green attitude* berpengaruh positif terhadap *green repurchase intention*. Terakhir, *green trust* berpengaruh positif terhadap *green repurchase intention*. Terdapat beberapa keterbatasan pada penelitian ini, dan diikuti dengan rekomendasi untuk penelitian selanjutnya.

**Keywords:** *Green brand image, green attitude, green trust, green repurchase intention*

Referensi: 68 (2010 – 2023)

## ABSTRACT

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### **FACTORS AFFECTING GREEN REPURCHASE INTENTION**

*The aim of this research is to analyze the factors that influence green repurchase intention. The survey method was applied in this research. Questionnaires are used to collect data. The sampling technique in this research was convenience sampling. The sample size was 214 samples. The statistical tool Partial Least Square-Structural Equation Modeling (PLS-SEM) was applied for data analysis. The research results show that green brand image has a positive effect on green attitude, green trust and green repurchase intention. Then green attitude has a positive effect on green repurchase intention. Lastly, green trust has a positive effect on green repurchase intention. There are several limitations to this research, and these are followed by recommendations for further research.*

**Keywords:** *Green brand image, green attitude, green trust, green repurchase intention*

**References:** 68 (2010 – 2023)