



## ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh *Green marketing awareness* dan Product Innovation terhadap Product Purchase Intention, dengan *Perceived trust* sebagai variabel mediasi. Metode penelitian yang digunakan adalah kuantitatif dengan sampel sebanyak 140 responden, yang dipilih menggunakan metode Simple Random Sampling (SEMPLES). Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling Partial Least Squares (SEMPLS). Hasil penelitian menunjukkan bahwa *Green marketing awareness* berpengaruh positif dan signifikan terhadap Product Purchase Intention. Selain itu, Product Innovation juga berpengaruh positif dan signifikan terhadap Product Purchase Intention. *Perceived trust* juga memainkan peran penting, dimana *Perceived trust* berpengaruh positif dan signifikan terhadap Product Purchase Intention. Selanjutnya, *Green marketing awareness* berpengaruh positif dan signifikan terhadap *Perceived trust*, begitu pula dengan Product Innovation. Lebih lanjut, terdapat pengaruh positif dan signifikan *Green marketing awareness* terhadap Product Purchase Intention melalui *Perceived trust*. Demikian pula, Product Innovation juga memiliki pengaruh positif dan signifikan terhadap Product Purchase Intention melalui *Perceived trust*. Temuan ini memberikan wawasan kepada praktisi pemasaran dan perusahaan dalam mengembangkan strategi pemasaran yang berfokus pada kesadaran akan green marketing dan *product innovation*, sekaligus memperkuat kepercayaan konsumen melalui strategi *perceived trust* untuk meningkatkan niat pembelian produk.

**Kata Kunci:** *Green Marketing Awareness, Product Innovation, Product Purchase Intention, Perceived trust*

## **ABSTRACT**

*This research aims to investigate the impact of Green marketing awareness and Product Innovation on Product Purchase Intention, with Perceived trust as a mediating variable. The research employed a quantitative method with a sample of 140 respondents, selected using Simple Random Sampling (SEMPLES). Data were collected through questionnaires and analyzed using Structural Equation Modeling Partial Least Squares (SEMPLS). The findings indicate that Green marketing awareness has a positive and significant effect on Product Purchase Intention. Additionally, Product Innovation also has a positive and significant influence on Product Purchase Intention. Perceived trust plays a crucial role, as it has a positive and significant impact on Product Purchase Intention. Furthermore, Green marketing awareness positively and significantly affects Perceived trust, as does Product Innovation. Moreover, there is a positive and significant influence of Green marketing awareness on Product Purchase Intention through Perceived trust. Similarly, Product Innovation also has a positive and significant impact on Product Purchase Intention through Perceived trust. These findings provide insights for marketing practitioners and companies to develop marketing strategies focusing on awareness of green marketing and product innovation, while simultaneously strengthening consumer trust through perceived trust strategies to enhance product purchase intentions.*

**Keywords:** *Green Marketing Awareness, Product Innovation, Product Purchase Intention, Perceived trust*

