

Pengaruh green perceived quality terhadap green trust melalui green satisfaction: studi pada pengguna Sariayu solusi organic revolution renewage di Jabodetabek = The influence of green perceived quality towards green trust through green satisfaction: a study on consumer Sariayu solusi organic revolution renewage in Jabodetabek

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh green perceived quality terhadap green trust melalui green satisfaction sebagai variabel perantara pada skincare organic Sariayu solusi organic di Jabodetabek. Sampel penelitian ini berjumlah 200 orang yang diambil dengan menggunakan purposive sampling. Analisa data dilakukan dengan menggunakan AMOS. Hasil penelitian menunjukkan bahwa green perceived quality memiliki pengaruh positif terhadap green trust yang diperantarai oleh green satisfaction.

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The purpose of this research is to analyze the effect of green perceived quality towards green trust with green satisfaction as an intervening variable. This research used 200 samples as a basic criteria sample for SEM, all the respondents were collected by purposive sampling methods. This research was analyzed with Structural Equation Modelling SEM with AMOS software. The result of this research presented that green perceived quality positively influenced towards green trust with green satisfaction as an intervening variable.