

Pengaruh green perceived value, green satisfaction, dan green trust terhadap green loyalty pada konsumen the Body Shop di Jakarta = The influence of green perceived value, green satisfaction, and green trust on green loyalty to consumers of the Body Shop in Jakarta

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Abstrak

Green perceived value, green satisfaction, dan green trust diterapkan dengan maksud agar tercapainya green loyalty dari pelanggan, sehingga pelanggan terus berkeinginan untuk melakukan pembelian ulang suatu produk. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh green perceived value, green satisfaction, dan green trust terhadap green loyalty pada konsumen The Body Shop di Jakarta. Sampel penelitian ini berjumlah 150 responden yang diambil dengan menggunakan purposive sampling. Analisa data dilakukan dengan menggunakan AMOS. Hasil penelitian ini menunjukkan green perceived value, green satisfaction, dan green trust memiliki pengaruh langsung terhadap green loyalty. Hasil lain menunjukkan green perceived value memiliki pengaruh langsung baik terhadap green satisfaction dan green trust. Dalam penelitian ini green satisfaction tidak memiliki pengaruh dengan green trust. Variabel yang paling berpengaruh terhadap green loyalty adalah variabel green trust.

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Green perceived value, green satisfaction, and green trust are applied in order to achieve green loyalty from customers, so that customers continue to wish to repurchase a product. The objective of this research is to analyze the effect of green perceived value, green satisfaction, and green trust on green loyalty to consumers of The Body Shop in Jakarta. The sample of this study amounted to 150 respondents taken using purposive sampling. Data analysis is done using AMOS. The results of this research show that green perceived value, green satisfaction, and green trust have a direct influence on green loyalty. Other results show that green perceived value has a direct effect on green satisfaction and green trust. In this research green satisfaction has no influence with green trust. The most influential variable on green loyalty is the green trust variable.