

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *green perceived quality* dan *green perceived risk* terhadap *green purchase intention* dan untuk membahas peran mediasi dari *green trust*. Metode penelitian ini difokuskan pada model *Structural Equation Modeling (SEM)* dan dianalisis menggunakan software SmartPLS 3. Penelitian ini menggunakan data primer dengan menyebarkan kuesioner secara online menggunakan formulir google, dan jumlah responden yang dikumpulkan adalah 190 responden. Responden dari penelitian ini yaitu konsumen Indonesia yang akan melakukan pembelian produk mobil LCGC. Hasil penelitian ini menunjukkan *green perceived quality* berpengaruh positif terhadap *green trust* dan *green purchase intention*, sedangkan *green perceived risk* berpengaruh secara negatif terhadap *green trust*. Namun *green perceived risk* dan *green purchase intention* tidak memiliki hubungan langsung. Selain itu, penelitian ini menunjukkan bahwa hubungan antara *green purchase intention* dan dua anteseden mereka - *green perceived quality* dan *green perceived risk* - sebagian dimediasi oleh *green trust*. Oleh karena itu, menginvestasikan sumber daya untuk meningkatkan *green perceived quality* dan mengurangi *green perceived risk* sangat membantu untuk meningkatkan *green trust* dan *green purchase intention*.

**Kata Kunci:** *Green purchase intention, green perceived quality, green perceived risk, green trust, green marketing, perception*

**ABSTRACT**

The purpose of this research is to analyze the influence of green perceived quality and green perceived risk on green purchase intention and to discuss the mediation role of green trust. This method of this study focused on the Structural Equation Modeling (SEM) models and analyzed using SmartPLS 3 software. This study uses primary data by spreading questionnaires online using google form, and the number of respondents collected was 190 respondents. Respondents from this study are Indonesian consumers who will purchase LCGC car products. The results of this study indicate that green perceived quality would positive affect green trust and green purchase intention, while green perceived risk would negatively influence on green trust. However green perceived risk and green purchase intention has no dirrect relation. Furthermore, this study demonstrates that the relationships between green purchase intentions and their two antecedents – green perceived value and green perceived risk – are partially mediated by green trust. Hence, investing resources to increase green perceived quality and to decrease green perceived risk is helpful to enhance green trust and green purchase intentions.

**Keywords:** Green purchase intention, green perceived quality, green perceived risk, green trust, green marketing, perception