

ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji pengaruh *greenwash* terhadap *green trust*, menguji pengaruh *greenwash* terhadap *green perceived risk*, menguji pengaruh *green perceived risk* terhadap *green trust*, serta menguji pengaruh *greenwash* terhadap *green trust* melalui *green perceived risk*. Penelitian ini menggunakan populasi perusahaan sektor manufaktur yang terdaftar di Bursa Efek Indonesia periode 2015-2016 dengan menggunakan metode *purposive sampling*. Sampling yang digunakan berjumlah 288 perusahaan sektor manufaktur yang terdaftar di BEI periode 2015-2016. Hasil dari penelitian ini menunjukkan bahwa *greenwash* berpengaruh terhadap *green trust*. *Greenwash* terbukti berpengaruh terhadap pengungkapan *green perceived risk*. Pengungkapan *green perceived risk* berpengaruh terhadap *green trust*. Pengungkapan *green perceived risk* mampu menjadi variable moderasi antara *greenwash* terhadap *green trust*.

Kata kunci: *Greenwash, Green Trust, Green Perceived Risk*



ABSTRACT

The aim of this research is to verify the impact of *greewashing* against green trust, and also to verify the impact of *greewashing* against green perceived risk, the impact of green perceived risk against *green trust*, and also verify the impact of greenwash against green trust through green perceived risk. Samples used in this research are population of manufactured companies listed in Indonesian Domestic Market 2015-2016 periode. The result of this research showed that greenwash has an impact to green trust. Greenwah has an impact to prove green perceived risk. The proving of green perceived risk has an impact to green trust. The proving of green perceived risk could be variable that correlate between greenwash and green trust.

Keyword: *Greenwash, Green Trust, Green Perceived Risk*

