

ABSTRAK

Pemasar dewasa ini harus memiliki tanggung jawab atas pengaruh – pengaruh sosial dan lingkungan akibat tindakan mereka, di masa mendatang perusahaan di haruskan mematuhi standar yang semakin tinggi atas tanggung jawab lingkungan dari aktivitas pemasaran dan pabrik mereka. Dalam menghadapi persaingan bisnis yang semakin ketat, para pelaku bisnis dituntut untuk menemukan suatu strategi yang kreatif dan inovatif agar suatu bisnis dapat bertahan dan unggul. Salah satu strategi yang dilakukan adalah *Word Of Mouth*, upaya yang dilakukan untuk meningkatkan atau mengembangkan *Word Of Mouth* dengan melalui tiga faktor penentu yaitu *green perceived value*, *green satisfaction*, dan *green trust*. Tujuan dalam penelitian ini adalah : untuk menganalisis pengaruh *green perceived value* dan *green satisfaction* terhadap *green trust*, untuk menganalisis pengaruh *green perceived value* dan *green trust* terhadap *word of mouth*, untuk menganalisis pengaruh *green satisfaction* berpengaruh terhadap *word of mouth*. Populasi yang digunakan adalah konsumen yang pernah melakukan pembelian produk kecantikan pada *The Body Shop, Oriflame, dan Herborist*. Sampel dipilih dengan menggunakan *purposive sampling* diperoleh sampel sebanyak 110 responden. Jenis data yang digunakan adalah data primer, dengan metode pengumpulan data yang digunakan adalah kuesioner. Alat analisis yang digunakan adalah path analysis dan sobel test. Hasil analisis adalah : terdapat 2 faktor penting penentu variabel *green trust* yaitu *green perceived value* dan *green satisfaction*. *Green trust* merupakan variabel intervening di antara pengaruh *green perceived value* terhadap *word of mouth*. *Green trust* merupakan variabel intervening di antara pengaruh *green satisfaction* terhadap *word of mouth*.

Kata Kunci: *Green Perceived Value, Green Satisfaction, Green Trust, Word of Mouth*

ABSTRACT

Marketers today must have a responsibility for the social and environmental impacts of their actions, in the future companies will be required to comply with increasingly high standards of environmental responsibility from their marketing and manufacturing activities. In facing increasingly fierce business competition, business people are required to find a creative and innovative strategy so that a business can survive and excel. One of the strategies taken is the Word of Mouth, an effort made to improve or develop the Word of Mouth by means of three determining factors, namely green perceived value, green satisfaction, and green trust. The objectives of this study were: to analyze the effect of green satisfaction on perceived value and green satisfaction on green trust, to analyze the effect of green perceived value and green trust on word of mouth, to analyze the effect of green satisfaction on word of mouth. The population used is consumers who have purchased beauty products at The Body Shop, Oriflame, and Herborist. Samples were selected by using purposive sampling obtained a sample of 110 respondents. The type of data used is primary data, with the data collection method used is a questionnaire. The analytical tools used are path analysis and sobel test. The results of the analysis are: there are 2 important determinants of the green trust variable, namely green perceived value and green satisfaction. Green trust is an intervening variable between the effect of green perceived value on word of mouth. Green trust is an intervening variable between the effects of green satisfaction on word of mouth.

Keywords: *Green Perceived Value, Green Satisfaction, Green Trust, Word of Mouth*