

**THE EFFECT OF GREEN PERCEIVED VALUE,
GREEN PERCEIVED RISK AND GREEN TRUST
TO GREEN PURCHASE INTENTION PRODUCT OF
THE BODY SHOP**

THESIS

To achieve Management Degree of Economics and Business Faculty



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2015

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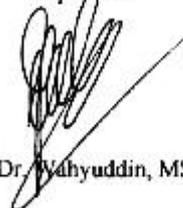
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AUTHENTICITY THESIS STATEMENT

Hereby declare that this thesis is not contained in the works that have been asked to obtain a degree at a college, and as far as the authors are also not work or opinion ever written or published by another person, except in writing referred to in the text and mentioned in the bibliography.

Surakarta, 07 November 2014

That makes the statement



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MOTTO

'Risk more than others think is safe. Dream more than others think is practical'
(Howard Schultz)

'If opportunity doesn't knock, build a door'
(Milton Berle)

*Banyak kegagalan dalam hidup ini dikarenakan orang-orang tidak menyadari
betapa dekatnya mereka dengan keberhasilan saat mereka menyerah.*
(Thomas Alva Edison)

*'ALLAH SWT does not create a lock without its key, ALLAH SWT doesn't give
you problems without the solution!'*
(Believe)

*Hiduplah seperti pohon kayu yang lebat buahnya; hidup di tepi jalan dan
dilempari orang dengan batu, tetapi dibalas dengan buah.*
(Abu BakarSibli)

DEDICATION

As a form of gratitude to ALLAH SWT and thank you for all the blessings that have been given, I will offer this modest work sincerely to:

1. My dad and my mother who always provide invaluable sincere love and endless string of prayer that always accompany my steps.
2. My brother and my sister of who has always been by my side encouraging.
3. Someone who means so much to in my life.
4. My friends who have been with me all these years and have always supported me.
5. My friends from Economy and Business Faculty.
6. Prof. Dr. Wahyuddin MS. Economics professor who has been teaching and guiding me.
7. All economics faculty lecturer who have guided and taught me.
8. Administrative staff who helped me take care of all the administrative needs of college.

PROLOGUE



AssalaamualaikumWr. Wb.

With a sense of gratitude to say thank god we pray to the presence of ALLAH SWT for blessings, His grace and guidance, finally I can finish this research with the title of **‘The Effect Of Green Perceived Value, Green Perceived Risk And Green Trust To Green Purchase Intention Product Of The Body Shop’** (empirical studies on student at University Muhammadiyah Surakarta).

This research is prepared with the intention to fulfill one of the requirements in order to complete the educational program postgraduate Faculty of Economics and Business at Muhammadiyah University of Surakarta.

On this occasion writer would like to express sincere gratitude and appreciation to all parties who have helped either directly or indirectly to the completion of this thesis. So on this occasion the authors express gratitude to:

1. Mr. Dr. Triyono, M.Sc. as Dean of the Faculty of Economics and Business Muhammadiyah University of Surakarta.
2. Mr. Dr. Agus Anton, as Chairman the Management Department Faculty of Economics and Business Muhammadiyah University of Surakarta.
3. Prof. Dr. Wahyuddin, MS, as the Supervisor taking time to provide input, guidance and direction to the author in the preparation of the research.
4. For all Professors at Economics and Business Faculty Muhammadiyah University of Surakarta who have provided useful knowledge to the author.
5. Entire staff and employees in the Faculty of Economics and Business Muhammadiyah University of Surakarta.

6. Mothers and fathers who have offered prayers and support both materially and morally so that the writer can finish this research.
7. My brother and sister who had accompanied the writer.
8. My brother that always accompany and encourage the writer to be able to complete this research.
9. Classmates dual degree management 2011 thanks you for our time together during studying in this campus.
10. Friend-fellow soldier in the preparation of the research, thank you for your time, attention, suggestions and criticisms.
11. Everyone else who has helped and could not mention one by one the authors.

The author realized in writing this research is still a lot of flaws and is far from perfection, but the authors hope this paper can be useful for subsequent writers. Put both criticism and constructive suggestions for the improvement of this thesis is very authors expect

Wassalaamuadaikum Wr.Wb

Surakarta, 07 November 2014



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ABSTRACT

The purpose of this study is to develop a framework to explore the influence of the original green perceived value and green perceived risk on green purchase intention of and to discuss the mediating role of green trust and also explore positive and negative influence. This study applies four original concepts – green perceived value, green perceived risk, green trust, and green purchase intentions – to develop an integral model to enhance green purchase intentions. In addition, this research employs an empirical study by means of the questionnaire survey method to verify the hypotheses and to explore its managerial implications. Structural equation modeling (SEM) is applied to verify the research framework. The empirical results show that perceived value will positively affect trust green and green purchase intention, while perceived risk negatively affects the good green from them. Furthermore, this study shows that the relationship between purchase intention of green and two of their predecessors - the green felt values and perceived risks of green - the green partially mediated by trust. Therefore, environmentally friendly goods with efficient marketing to increase the perceived value of the green and to reduce the perceived risk is beneficial to increase the confidence of green and green purchase intention. This study summarizes the literature on green marketing and relationship marketing into new managerial framework of green purchase intention. It uses four new constructions - green perceived value, green perceived risk, green trust, and green purchase intention - to develop original research framework to improve the green purchase intention. therefore, this paper develops a framework of research intentions to purchase environmentally friendly goods marketing are fairly efficient way of marketing and filling gaps in the research.

Keywords: Green purchase intention, Green trust, Green perceived value, Green perceived risk, Green marketing.