

ABSTRACT

The amount of environmental degradation and the uncertain climate change caused by global warming is a matter of concern for all beings on earth. Companies must start implementing green marketing to compete and preserve the environment. Starting many vegetarian restaurants, one of them is RM. Kehidupan. To know and analyze how consumer responses and magnitude of influence partially and simultaneously variable green perceived value, green perceived quality, green satisfaction and repurchase intention on RM. Kehidupan. This research uses quantitative method with descriptive-causality research type. Sampling with non-probability sampling with purposive sampling, using questionnaires distributed to 100 consumers who had consumed vegetarian food at RM. Kehidupan. Descriptive and path analysis used in this research. Finding that green perceived value, green perceived quality partially has significant effect on green satisfaction. Then, green perceived value and green perceived quality simultaneously have a significant effect on green satisfaction at 50.9%. Furthermore, green perceived value, green perceived quality, green satisfaction partially have significant effect on repurchase intention. Then, green perceived value, green perceived quality, and green satisfaction simultaneously affect repurchase intention at 56,8%. Indirect influence through green satisfaction has a greater impact than direct influence.

Keywords: *green perceived value, green perceived quality, green satisfaction, repurchase intention.*