

ABSTRACT

The level of human awareness to environment has begun to grow since the emergence of negative environmental issues such as global warming. Global warming leads consumers more interested in buying products from companies that care about the environment. Products made from natural ingredients are an example of an environmentally friendly product, which does not damage the environment because it is easy to decompose and can be recycled.

This study aims to find out whether the green marketing strategy applied on Rumah Karung Goni run effectively and know the influence of Green Perceived Value to Green Trust which is mediated by Green Satisfaction on consumers of Rumah Karung Goni. The main instrument of data collection is the questionnaire measured by Likert scale. The number of respondents in this study was 292 respondents. The research method used quantitative method with causal research type, as well as data analysis techniques using path analysis which is divided into two substructures.

The result of the research shows that Green Perceived Value and Green Satisfaction have positive and significant influence on Green Trust variable either partially or simultaneously, and Green Perceived Value variable has positive, significant and greater value to Green Trust variable through Green Satisfaction variable. The total influence of the independent variables studied is 56.6% and the rest $(100-56,6)\% = 43,4\%$ is influenced by other unobserved variables or factors that could increase Green Trust.

Keywords: Green Marketing, Green Perceived Value, Green Satisfaction, Green Trust, Path Analysis.