

ABSTRACT

Along with the increasing creative economy in the craft and fashion sector that exist in West Java, also increases the harmful and dangerous waste to the environment produced in the processing. The results of a special survey of creative economy in 2017, West Java contributed 33.56% or equivalent to US \$ 6.499 billion of the creative economy of Indonesia. The amount of waste generated from this industry, gave birth to the concept of green fashion business, also called eco-fashion. Currently there are many marketing campaigns to introduce and educate the public about green fashion. Fashion industry players, want to give different views about fashion that fashionable but still pay attention to environmental conditions.

The research's purpose is to know the effect of green perceived quality to green trust with green satisfaction as intervening variable at consumer of Rumah Karung Goni 2018. The research's method used is quantitative method and data collection's method used is questionnaire with Likert scale. A total of 671 research populations with consumers' characteristics who have made purchases at least once in 2013-2018. Using sampling technique, random sampling, the sample in this study amounted to 250, with 279 respondents obtained from the questionnaire.

Using path analysis, can be concluded that the effect of green perceived quality is positive and significant to green trust is 50,6%. While 74.4% is influenced by factors other than green perceived quality. Green perceived quality has a positive direct effect on green satisfaction of 13.8%. Green satisfaction mediates green perceived quality against green trust.

Keywords: Green Perceived Quality, Green Satisfaction, Green Trust