

ABSTRACT

Indonesia is the second largest contributor of plastic waste in the sea in the world, causing the government to issue a policy to deal with plastic waste. The retail business association as the largest contributor of plastic waste follows the policy by providing environmentally friendly shopping bags / tote bags. Likewise, retailers in Bandung that have adopted the policy are Hypermart, Superindo, Borma, Yogya Group, Carrefour, Transmart, Lottemart, Indomaret, and Alfamart. The policy affects consumer behavior / green purchasing behavior. Green purchasing behavior is affected by many factors, one of which is green perceived value, green perceived risk, and green trust. This study aims to determine the effect of green perceived value, green perceived risk, and green trust on green purchasing behavior on retail shopping bag / tote bag users in Bandung.

Green purchasing behavior is consumer awareness of their right to get decent, safe and environmentally friendly products. The first factor affecting green purchasing behavior is green perceived value, which is the consumer's assessment of all the benefits received to the environment. Then the second factor is the green perceived risk is the consumer's judgment related to negative consequences. Then a green trust is a willingness to depend on a product based on the trust that results from environmental performance.

This research uses quantitative methods with descriptive and causal approaches. Population criteria are people who use retail shopping bags and samples of 100 respondents using nonprobability sampling (purposive sampling) techniques. Data collection was carried out through distributing questionnaires to the community in the city of Bandung. The analytical method used is descriptive analysis and regression analysis using partial least square.

This study found that green perceived value has a positive and significant effect on green trust, green perceived risk has a positive and significant effect on green trust, and green trust has a positive and significant effect on green purchasing behavior on retail shopping bag / tote bag users in Bandung. It is recommended for retailers to promote it through attractive designs by collaborating and educating consumers through social-themed social movements. For the government to emphasize the law and increase information on the dangers of plastic bags through various media.

Keywords: Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchasing Behavior, Retail, Tote Bag