

The Effect of Green Image, Green Trust and Green Satisfaction on Green Loyalty
Wardah Products in Bandar Lampung

ABSTRACT

By
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Environmental problems such as the greenhouse effect, air and water pollution, fires and deforestation that threatens the amount of oxygen in the atmosphere and depletion of natural resources to cause global warming. Companies must consider environmentally friendly products as factors that influence consumer purchasing decisions. Therefore, it is important to conduct research to find out how green images, green trust and green satisfaction towards green loyalty of Wardah products in Bandar Lampung.

The research objective was to determine the effect of green image on green loyalty, green trust on green loyalty, green satisfaction on green loyalty for Wardah product buyers in Bandar Lampung. The type of research is descriptive. The study population was Wardah consumers selected from 4 Wardah outlets in Bandar Lampung including the Boemi Kedaton Mall, Chandra Tanjung Karang, Central Plaza and Mall Kartini with 25 samples each. Sampling uses a non-probability sampling method with a purposive sampling technique. Data collection techniques with a questionnaire of 100 respondents. Validity testing uses factor analysis and reliability testing using Cronbach's Alpha. The data analysis technique uses path analysis with the SPSS program. The research results of the variable green image, green trust, and green satisfaction have a significant effect on green loyalty by 53.1% while the remaining 46.9% is influenced by other variables.

Keywords: green image, green trust, green satisfaction, and green loyalty

Pengaruh *Green Image*, *Green Trust* dan *Green Satisfaction* Terhadap *Green Loyalty* Produk Wardah Di Bandar Lampung

ABSTRAK

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Permasalahan lingkungan seperti efek rumah kaca, polusi udara dan air, kebakaran dan penggundulan hutan yang mengancam jumlah oksigen di atmosfer dan menipisnya sumber daya alam mengakibatkan *global warming*. Perusahaan harus memandang produk ramah lingkungan sebagai faktor yang memengaruhi keputusan pembelian konsumen. Oleh karena itu, maka penting diadakannya penelitian untuk mengetahui bagaimana pengaruh *green image*, *green trust* dan *green satisfaction* terhadap *green loyalty* produk Wardah di Bandar Lampung.

Tujuan penelitian adalah untuk mengetahui pengaruh *green image* terhadap *green loyalty*, *green trust* terhadap *green loyalty*, *green satisfaction* terhadap *green loyalty* produk Wardah di Bandar Lampung. Jenis penelitian adalah deskriptif. Populasi penelitian adalah konsumen Wardah yang dipilih dari 4 gerai Wardah yang ada di Bandar Lampung diantaranya Mall Boemi Kedaton, Chandra Tanjung Karang, Central Plaza dan Mall Kartini dengan masing-masing diambil 25 sampel. Pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *Purposive Sampling*. Teknik pengumpulan data dengan kuesioner sebanyak 100 responden. Pengujian validitas menggunakan faktor analisis dan uji reliabilitas menggunakan *Cronbach's Alpha*. Teknik analisis data menggunakan analisis jalur dengan program SPSS. Hasil penelitian variabel *green image*, *green trust* dan *green satisfaction* berpengaruh signifikan terhadap *green loyalty* sebesar 53,1% sedangkan sisanya 46,9% dipengaruhi oleh variabel lain.

Kata kunci : *green image*, *green trust*, *green satisfaction*, dan *green loyalty*