



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

***PENGARUH GREEN PERCEIVED QUALITY, GREEN PERCEIVED RISK,
DAN GREEN BRAND IMAGE TERHADAP GREEN SATISFACTION DAN
GREEN TRUST PELANGGAN THE BODY SHOP DI JAKARTA***

DIAJUKAN OLEH:

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UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT

GUNA MENCAPAI GELAR

SARJANA EKONOMI

2017

UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

TANDA PESETUJUAN SKRIPSI

NAMA : ANTHONY CHANDRA

NO. MAHASISWA : 115130171

PROGRAM / JURUSAN : S1 / MANAJEMEN

BIDANG KONSENTRASI : MANAJEMEN PEMASARAN

JUDUL SKRIPSI : PENGARUH *GREEN PERCEIVED*

QUALITY, GREEN PERCEIVED RISK, DAN

GREEN BRAND IMAGE TERHADAP

GREEN SATISFACTION DAN GREEN

TRUST PELANGGAN THE BODY SHOP DI

JAKARTA

Jakarta, 2 Januari 2017

Pembimbing,



(Dr. Keni, S.E., M.M.)

UNIVERSITAS TARUMANAGARA
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JAKARTA

TANDA PESETUJUAN SKRIPSI

SETELAH LULUS UJIAN SKRIPSI / KOMPREHENSIF

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JUDUL SKRIPSI : PENGARUH *GREEN PERCEIVED QUALITY*,
GREEN PERCEIVED RISK, DAN *GREEN*
BRAND IMAGE TERHADAP *GREEN*
SATISFACTION DAN *GREEN TRUST*
PELANGGAN *THE BODY SHOP* DI JAKARTA

Tanggal: 17 Januari 2017

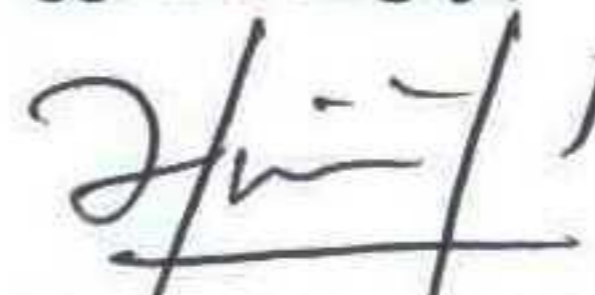
Ketua Penguji,



(Elvi Anggraeni Tjandra, S.E., M.M.)

Tanggal: 17 Januari 2017

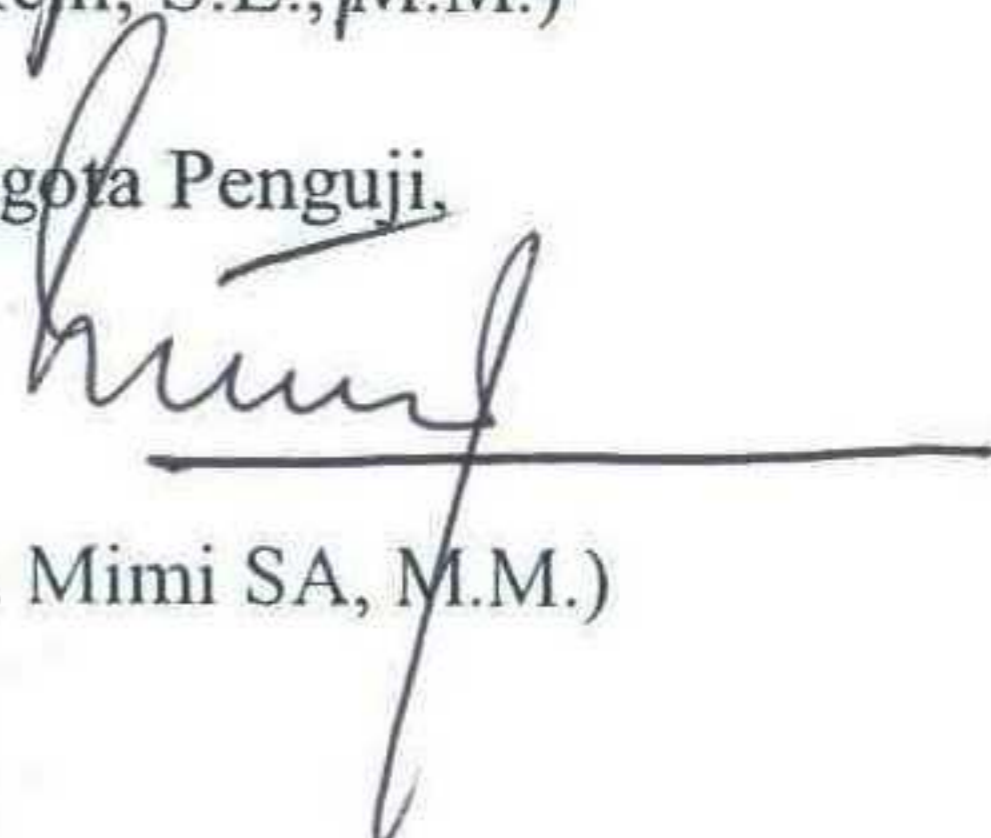
Anggota Penguji,



(Dr. Keni, S.E., M.M.)

Tanggal: 17 Januari 2017

Anggota Penguji,



(Dra. Mimi SA, M.M.)

ABSTRAK

UNIVERSITAS TARUMANAGARA
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- (A) ANTHONY CHANDRA (115130171)
- (B) PENGARUH *GREEN PERCEIVED QUALITY*, *GREEN PERCEIVED RISK*, DAN *GREEN BRAND IMAGE* TERHADAP *GREEN SATISFACTION* DAN *GREEN TRUST* PELANGGAN *THE BODY SHOP* DI JAKARTA
- (C) xvii + 104 hlm, 2016, tabel 29, gambar 18, lampiran 8
- (D) MANAJEMEN PEMASARAN
- (E) **Abstract:** *The purpose of this research are to examine whether 1) green perceived risk, green perceived quality and green brand image can influence green trust of The Body Shop's consumers in Jakarta, 2) green perceived risk and green perceived quality can influence green satisfaction of The Body Shop's consumers in Jakarta, 3) green satisfaction can influence green trust of The Body Shop's consumers in Jakarta and 4) green satisfaction can mediate green perceived risk and green perceived quality on green trust of The Body Shop's consumers in Jakarta. The populations of this research are The Body Shop's consumers in Jakarta. The samples are 200 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. Overall, the results of this study are 1) green perceived risk negatively and significantly affected on green trust, but green perceived quality and green brand image are positively and significantly effected on green trust of The Body Shop's consumers in Jakarta, 2) green perceived risk negatively and significantly affected on green satisfaction, but green perceived quality are positively and significantly effected on green satisfaction of The Body Shop's consumer in Jakarta, 3) green satisfaction is positively and significantly effected on green trust of The Body Shop's consumers in Jakarta and 4) green satisfaction can mediate the effect of green perceived risk and green perceived quality on green trust of The Body Shop's consumers in Jakarta.*
- (F) Daftar Acuan (1986 – 2016)
- (G) (Dr. Keni, SE., MM.)