

ABSTRACT

Abstract: *The purpose of this research is to get empirical evidence about the influence of Green perceived value, Green trust on Green repurchase intention towards buyers of LED lamp in Jakarta. This research uses multiple regression method with Smart PLS version 3. Sample size was 100 buyers in Jakarta as respondents. Data was collected by using non probability sampling method. The instrument used in the form of a structured questionnaire with likert scale was used to collect data which consisted of 16 questions arranged based on indicator and dimensions derived from each variable. The result of this research that Green perceived value and Green trust had positive and significant influence to Green repurchase intention. And also Green trust that mediate Green perceived value had positive and significant influence to Green repurchase intention.*

Abstrak: Tujuan penelitian ini adalah untuk mendapatkan bukti empiris dari pengaruh *Green Perceived Value* dan *Green Trust* terhadap *Green Repurchase Intention* pada pembeli lampu LED di Jakarta. Penelitian ini menggunakan metode regresi berganda dengan program Smart PLS versi 3. Ukuran sampel adalah 100 orang yang pernah membeli lampu LED dan berdomisili di Jakarta sebagai responden. Data dikumpulkan dengan menggunakan metode *non probability sampling*. Instrumen yang digunakan berupa kuesioner terstruktur dari 16 pertanyaan yang disusun berdasarkan indikator dan dimensi yang berasal dari masing-masing variabel. Hasil penelitian ini menunjukkan bahwa *Green Perceived Value* dan *Green Trust* memiliki pengaruh positif dan signifikan terhadap *Green Repurchase Intention*. Dan juga *Green Trust* yang memediasi *Green Perceived Value* berpengaruh positif dan signifikan terhadap *Green Repurchase Intention*.

Keywords: *Green perceived value, Green trust, Green repurchase intention*