

PENGARUH *GREEN PERCEIVED VALUE*, *GREEN PERCEIVED QUALITY*, *BRAND AWARENESS* TERHADAP NIAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI PRODUK *THE BODY SHOP*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Perceived Value*, *Green Perceived Quality*, *Brand Awareness* terhadap Niat Beli Ulang dengan Kepuasan Pelanggan sebagai variabel mediasi pada produk *The Body Shop*. Variabel bebas yang digunakan dalam penelitian ini adalah *Green Perceived Value*, *Green Perceived Quality* dan *Brand Awareness*, sedangkan variabel terikat dalam penelitian ini adalah Niat Beli Ulang dan Kepuasan Pelanggan sebagai variabel mediasi. Pengambilan sampel dilakukan dengan metode *non-probability sampling* dengan teknik *purposive sampling*, yang menghasilkan 100 pelanggan produk *The Body Shop* yang melakukan pembelian minimal 3 bulan terakhir. Hasil uji instrumen menunjukkan bahwa semua item dinyatakan valid dan reliabel. Hasil uji asumsi klasik menyatakan bahwa data berdistribusi normal. *Green Perceived Value*, *Green Perceived Quality*, *Brand Awareness* terbukti berpengaruh positif dan signifikan terhadap Niat Beli Ulang tanpa dimediasi oleh Kepuasan Pelanggan. Hasil penelitian ini diharapkan dapat menjadi salah satu masukan bagi perusahaan PT. Monica Hijau Lestari selaku produsen produk *The Body Shop* dalam memformulasikan strategi pemasaran yang bertujuan untuk meningkatkan niat beli ulang dan kepuasan pelanggan. Strategi pemasaran dapat dilakukan dengan memperkuat *green marketing* dan kesadaran terhadap merek mulai dari kualitas produk yang ditawarkan, membuat inovasi produk agar lebih unggul dibandingkan dengan merek lainnya, menciptakan keunikan dan ciri khusus produk yang diciptakan sehingga mudah diingat oleh pelanggan dan diharapkan memberikan intensi pembelian yang tinggi.

Kata Kunci: *Green Perceived Value*, *Green Perceived Quality*, *Brand Awareness*, Niat Beli Ulang, Kepuasan Pelanggan.

THE EFFECT OF GREEN PERCEIVED VALUE, GREEN PERCEIVED QUALITY, BRAND AWARENESS ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION MEDIATION VARIABLE AS THE BODY SHOP

ABSTRACT

This study aims to analyze the effect of Green Perceived Value, Green Perceived Quality, Brand Awareness Intention to Repurchase with the aim of being a mediating variable on The Body Shop products. The independent variables used in this study are Green Perceived Value, Green Perceived Quality and Brand Awareness, while the variables used in this study are Repurchase Intentions and customer goals as mediating variables. Sampling was carried out using a non-probability sampling method with a purposive sampling technique, which resulted in 100 customers of The Body Shop products who made purchases at least in the last 3 months. The results of the instrument test showed that all items were declared valid and reliable. The results of the classical assumption test state that the data is normally distributed. Green Perceived Value, Green Perceived Quality, Brand Awareness have been proven to have a positive and significant impact on Repurchase Intentions without being mediated by the customer. The results of this study are expected to be one of the inputs for the company PT. Monica Hijau Lestari as a producer of The Body Shop products in formulating marketing strategies that aim to increase repurchase intentions and customer satisfaction. The marketing strategy can be done by strengthening green marketing and awareness of the brand starting from the quality of the products offered, making product innovations to be superior to other brands, creating unique and special product characteristics that are made so that they are easy to remember by customers and are expected to provide high purchase intensity. .

Keywords: *Green Perceived Value, Green Perceived Quality, Brand Awareness, Repurchase Intention, Customers.*