

ABSTRACT

This study aims to determine the effect of green brand image, green perceived value, and green trust on green purchase intention in green products (survey on consumers of Work Coffee Indonesia Jl. Sumbawa Bandung) either simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing the research instrument using validity and reliability tests. Data collection techniques used were observation, interviews, and distributing questionnaires. The data analysis method used is multiple linear regression analysis, multiple correlations, hypothesis testing, and coefficient of determination. The results of this study indicate that the variables of the green brand image, green perceived value, and green trust have a positive and significant influence on the variable of green purchase intention simultaneously by 61.4% and the remaining 38.6% is influenced by variables that are not assessed. Partially the effect of green brand image on green purchase intention is 16.6%, while partially the effect of green perceived value on green purchase intention is 10.6% and the magnitude of the effect of green trust on green purchase intention is partially 34.2%.

Keywords : *Green Brand Image, Green Purchase Intention, Green Trust, Green Purchase Intention*