

INTISARI

Industri web hosting di Indonesia mengalami perubahan signifikan sejalan dengan peningkatan kepedulian lingkungan, mempengaruhi perilaku konsumen terhadap produk "hijau". Penelitian ini bertujuan untuk mengevaluasi pengaruh empat variabel utama, yaitu *Green Perceived Value (GPV)*, *Green Perceived Risk (GPR)*, *Green Trust (GT)*, dan *Green Purchase Intentions (GPI)* pada perilaku konsumen dalam memilih produk green web hosting.

Sebanyak 200 responden yang merupakan penduduk Indonesia berusia 18-64 tahun dan pengguna aktif layanan hosting dengan server Indonesia dipilih sebagai sampel dalam penelitian ini. Pendekatan kuantitatif digunakan dengan analisis data multivariat menggunakan *Structural Equation Modeling (SEM)* melalui aplikasi SmartPLS versi 3.3.9. Penelitian ini memanfaatkan metode *Partial Least Square (PLS)* dalam menganalisis data.

Hasil penelitian menunjukkan bahwa GPV berpengaruh positif terhadap GT dan GPI, sedangkan GPR berpengaruh negatif terhadap GT dan GPI. Selanjutnya, GT ditemukan sebagai mediator antara GPV dan GPR dalam mempengaruhi GPI.

Secara umum, semua hipotesis dalam penelitian ini didukung. Temuan ini memberikan wawasan penting bagi *stakeholder* industri green web hosting di Indonesia dalam mengembangkan strategi bisnis yang berfokus pada pemahaman perilaku konsumen dan pemenuhan kebutuhan mereka.

Kata kunci: *Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intentions,*

ABSTRACT

The web hosting industry in Indonesia has experienced significant shifts in line with growing environmental concerns, influencing consumer behavior towards "green" products. This research aimed to evaluate the influence of four primary variables, namely, Green Perceived Value (GPV), Green Perceived Risk (GPR), Green Trust (GT), and Green Purchase Intentions (GPI) on consumer behavior in choosing green web hosting products.

A total of 200 respondents, Indonesian residents aged 18-64 years, active users of hosting services with Indonesian servers, were selected as the sample for this study. A quantitative approach was used with multivariate data analysis using Structural Equation Modeling (SEM) via the SmartPLS version 3.3.9 application. The Partial Least Square (PLS) method was employed in data analysis.

The results of the study showed that GPV positively affects GT and GPI, while GPR negatively affects GT and GPI. Furthermore, GT was found as a mediator between GPV and GPR in influencing GPI.

Overall, all hypotheses in this study were supported. These findings provide critical insights for stakeholders in the Indonesian green web hosting industry in developing business strategies focused on understanding consumer behavior and meeting their needs.

Keywords: Green Perceived Value, Green Perceived Risk, Green Trust, Green Purchase Intentions,