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Penelitian ini menganalisis pengaruh *Green Marketing* terhadap *Brand Trust* dan Niat Beli Konsumen pada produk Starbucks, serta menguji peran *Brand Trust* sebagai variabel mediasi dan *Greenwashing* sebagai variabel moderasi dalam hubungan antara *Green Marketing* dan *Brand Trust*. Berlandaskan *Attribution Theory*, penelitian ini berargumen bahwa konsumen menafsirkan aktivitas pemasaran berkelanjutan sebagai cerminan nilai dan niat perusahaan, yang selanjutnya membentuk kepercayaan terhadap merek dan memengaruhi keputusan pembelian. Pendekatan kuantitatif digunakan dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui pengumpulan data dari konsumen Starbucks. Hasil penelitian menunjukkan bahwa *Green Marketing* berpengaruh positif dan signifikan terhadap *Brand Trust* dan Niat Beli Konsumen, serta *Brand Trust* berpengaruh positif dan signifikan terhadap Niat Beli Konsumen. Namun, *Greenwashing* tidak terbukti memoderasi hubungan antara *Green Marketing* dan *Brand Trust*. Temuan ini memperkuat peran *Attribution Theory* dalam menjelaskan mekanisme pembentukan kepercayaan merek dalam konteks pemasaran berkelanjutan dan memberikan implikasi bagi perusahaan untuk mengelola *green marketing* secara konsisten guna membangun kepercayaan dan mendorong niat beli konsumen.

Kata kunci: *green marketing, brand trust, greenwashing*, niat beli konsumen

ABSTRACT

This study analyzes the effect of Green Marketing on Brand Trust and Consumer Purchase Intention toward Starbucks products, as well as examines the role of Brand Trust as a mediating variable and Greenwashing as a moderating variable in the relationship between Green Marketing and Brand Trust. Grounded in Attribution Theory, this study argues that consumers interpret sustainable marketing activities as reflections of a company's values and intentions, which subsequently shape Brand Trust and influence Purchase Decisions. A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM) based on data collected from Starbucks consumers. The results indicate that Green Marketing has a positive and significant effect on Brand Trust and Consumer Purchase Intention, and that Brand Trust has a positive and significant effect on Purchase Intention. However, Greenwashing was not found to significantly moderate the relationship between Green Marketing and Brand Trust. These findings reinforce the relevance of Attribution Theory in explaining the mechanism of brand trust formation within the context of sustainable marketing and provide implications for companies to manage green marketing consistently in order to build trust and enhance consumer purchase intention.

Keywords: green marketing, brand trust, greenwashing, niat beli konsumen