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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

GREEN PERCEIVED VALUE AND GREEN TRUST AS PREDICTORS OF ACTUAL GREEN PURCHASE BEHAVIOR FOR IN-STORE REFILL PERSONAL CARE PRODUCTS AMONG GEN Z CONSUMERS IN INDONESIA

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ABSTRACT

This study examines the influence of green perceived value and green trust towards actual green purchase behavior in the context of in-store refill personal care products among Generation Z consumers in Indonesia. This research focuses on actual refill purchasing behavior for personal care products such as shampoo, body wash, hand soap, and lotion through in-store refill systems. The study applies a quantitative approach using online questionnaire distribution to Generation Z consumers in Indonesia who have prior experience regarding refill personal care products. Using 152 valid respondents, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 to analyze the relationship between green perceived value, green trust, and actual green purchase behavior. The findings show that green perceived value has a positive and significant influence towards actual green purchase behavior, indicating that consumers are more likely to repeatedly engage in refill purchasing when refill products are perceived as sufficiently beneficial and worth the trade-offs involved. Furthermore, green trust is also found to positively and significantly influence actual green purchase behavior, suggesting that trust regarding the environmental reliability and credibility of refill products plays an important role in encouraging actual refill participation. The findings demonstrate that actual refill purchasing behavior is not merely influenced by environmental awareness, but also by how consumers evaluate refill products as valuable and trustworthy options within everyday purchasing situations in Indonesia.

Keywords: green perceived value; green trust; actual green purchase behavior; refill; personal care products; Gen Z

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INTISARI

Penelitian ini menganalisis pengaruh green perceived value dan green trust terhadap actual green purchase behavior dalam konteks produk personal care refill melalui sistem in-store refill pada konsumen Generasi Z di Indonesia. Penelitian ini berfokus pada perilaku pembelian refill secara aktual untuk produk personal care seperti shampoo, body wash, hand soap, dan lotion melalui sistem in-store refill. Penelitian ini menggunakan pendekatan kuantitatif melalui penyebaran kuesioner online kepada konsumen Generasi Z di Indonesia yang memiliki pengalaman terkait produk personal care refill. Dengan menggunakan 152 responden valid, penelitian ini menerapkan Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui SmartPLS 4 untuk menganalisis hubungan antara green perceived value, green trust, dan actual green purchase behavior. Hasil penelitian menunjukkan bahwa green perceived value memiliki pengaruh positif dan signifikan terhadap actual green purchase behavior, yang menunjukkan bahwa konsumen lebih cenderung untuk secara berulang melakukan pembelian refill ketika produk refill dipersepsikan memiliki manfaat yang memadai dan layak dipilih dibandingkan dengan trade-off yang terlibat. Selain itu, green trust juga ditemukan memiliki pengaruh positif dan signifikan terhadap actual green purchase behavior, yang menunjukkan bahwa kepercayaan terhadap reliabilitas dan kredibilitas lingkungan dari produk refill memiliki peran penting dalam mendorong partisipasi refill secara aktual. Temuan penelitian ini menunjukkan bahwa perilaku pembelian refill secara aktual tidak hanya dipengaruhi oleh kesadaran lingkungan, tetapi juga oleh bagaimana konsumen mengevaluasi produk refill sebagai pilihan yang bernilai dan dapat dipercaya dalam situasi pembelian sehari-hari di Indonesia.

Kata kunci: green perceived value; green trust; actual green purchase behavior; refill; produk personal care; Gen Z.