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**PENGARUH *GREEN ADVERTISING* TERHADAP
WILLINGNESS TO PAY DENGAN *GREEN BRAND TRUST*
DAN *PERCEIVED VALUE* SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Air Minum dalam Kemasan Galon di
Kota Bandung)**



SKRIPSI

Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar
Sarjana Manajemen pada Program Studi Manajemen
Universitas Pendidikan Indonesia

Disusun Oleh:

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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Skripsi yang Diajukan sebagai Salah Satu Persyaratan
Untuk Memperoleh Gelar Sarjana Manajemen
Program Studi Manajemen
Fakultas Pendidikan Ekonomi dan Bisnis
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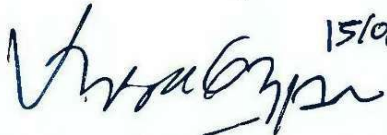
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PAY DENGAN GREEN BRAND TRUST DAN PERCEIVED VALUE
SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Air Minum dalam Kemasan Galon di Kota Bandung)

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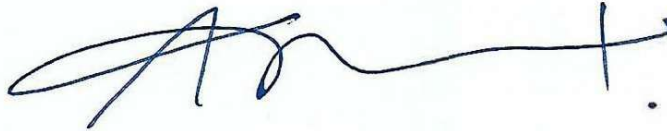
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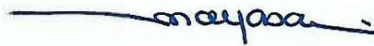


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2025

LEMBAR PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **“Pengaruh Green Advertising Terhadap Willingness To Pay Dengan Green Brand Trust Dan Perceived Value Sebagai Variabel Mediasi (Studi pada Konsumen Air Minum dalam Kemasan Galon di Kota Bandung)”** ini beserta seluruh isinya merupakan hasil karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan sesuatu dengan cara yang melanggar etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung konsekuensi ataupun sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap orisinalitas karya saya ini.

Bandung, 16 Agustus 2025

Yang Membuat Pernyataan



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ABSTRAK

Muhammad Sofyan Arliandi (2104179) “Pengaruh Green Advertising terhadap Willingness To Pay dengan Green Brand Trust dan Perceived Value sebagai Variabel Mediasi (Studi pada Konsumen Air Minum dalam Kemasan Galon di Kota Bandung)”. Dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA dan Arief Budiman, S.S., S.Sos., IMSMEs.

Isu global mengenai perubahan iklim, pencemaran lingkungan, dan krisis energi telah meningkatkan kesadaran masyarakat mengenai *sustainability*. Fenomena yang memicu pergeseran perilaku konsumen dimana sebagian individu bersedia mengubah kebiasaan belanja untuk mengurangi dampak lingkungan, bahkan rela membayar harga lebih demi produk *eco-friendly*. LeMinerale sebagai produsen air minum dalam kemasan galon di Indonesia menanggapi fenomena ini melalui penerapan strategi *green advertising* dengan menekankan pesan keberlanjutan. Penelitian ini bertujuan untuk menganalisis pengaruh *green advertising* terhadap *willingness to pay* pada produk air minum LeMinerale kemasan galon, dimediasi oleh *green brand trust* dan *perceived value*. Penelitian dilakukan dengan pendekatan kuantitatif melalui survei online kepada 330 konsumen air minum dalam kemasan galon di Kota Bandung dan dianalisis menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS). Hasil penelitian menemukan bahwa *green advertising* tidak berpengaruh signifikan terhadap *willingness to pay* melalui *green brand trust* sehingga peran mediasi *green brand trust* dinilai lemah dalam produk LeMinerale kemasan galon. Sebaliknya, *green advertising* berpengaruh positif signifikan terhadap *willingness to pay* melalui *perceived value* mengindikasikan bahwa *perceived value* lebih signifikan dalam peran mediasi.

Kata Kunci: Green advertising, Willingness to pay, Green brand trust, Perceived value, Air minum dalam kemasan

ABSTRACT

Muhammad Sofyan Arliandi (2104179) “Effect of Green Advertising on Willingness To Pay with Green Brand Trust and Perceived Value as Mediating Variables (A Study on Gallon-Packaged Drinking Water Consumers in Bandung City)” Under the guidances of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA and Arief Budiman, S.S., S.Sos., IMSMEs.

Global issues such as climate change, environmental pollution, and the energy crisis have raised public awareness about sustainability. This phenomenon has triggered a shift in consumer behavior, with some individuals willing to change their shopping habits to reduce environmental impact, even paying a premium for eco-friendly products. LeMinerale, as a producer of bottled water in gallon containers in Indonesia, has responded to this phenomenon by implementing a green advertising strategy emphasizing sustainability. This study aims to analyze the effect of green advertising on willingness to pay for LeMinerale bottled water products in gallon containers, mediated by green brand trust and perceived value. The study was conducted using a quantitative approach through an online survey of 330 consumers of bottled water in gallon containers in the city of Bandung and analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS). The results of the study found that green advertising does not significantly influence willingness to pay through green brand trust, so that the mediating role of green brand trust is considered weak in LeMinerale gallon-packaged products. Conversely, green advertising has a significant positive effect on willingness to pay through perceived value, indicating that perceived value is more significant in the mediating role.

Keywords: Green advertising, Willingness to pay, Green brand trust, Perceived value, Bottled water

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Penyusunan penelitian ini dilakukan sebagai bagian dari upaya akademik untuk menyelesaikan studi sarjana dan memahami lebih dalam mengenai efektivitas strategi pemasaran berkelanjutan dalam industri air minum dalam kemasan. Perkembangan tren *green advertising* dalam industri ini menjadi perhatian utama, terutama dalam melihat dampaknya terhadap *willingness to pay* konsumen serta faktor-faktor yang berperan dalam membangun kepercayaan dan persepsi nilai terhadap suatu merek dan produk.

Ucapan terimakasih penulis haturkan kepada semua pihak penulis menyadari bahwa penelitian ini tidak akan terselesaikan tanpa dukungan, bimbingan, dan kontribusi dari berbagai pihak. Penulis menyadari bahwa penelitian ini masih memiliki keterbatasan dan banyak kekurangan. Oleh karena itu, penulis sangat terbuka terhadap kritik dan saran yang membangun demi penyempurnaan penelitian di masa mendatang.

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