

ABSTRACT

The Effect of Green Perceived Value and Social Value on Green Purchase Intention Through Mediation of Green Trust in Electric Motorcycles

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This study aims to analyze the influence of green perceived value and social value on green purchase intention with green trust as a mediating variable in electric motorcycle products. A quantitative approach was used with purposive sampling involving 130 respondents in South Tangerang. Data were analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with the help of SmartPLS 4.0 software. The results show that both green perceived value and social value have a significant effect on green trust, and both also significantly influence green purchase intention. Green trust also has a significant effect on green purchase intention and is proven to mediate the relationship between green perceived value and social value toward green purchase intention.

Keywords: *Green Perceived Value, Social Value, Green Trust, Green Purchase Intention, Electric Motorcycle*