

ABSTRACT

This study aimed to determine and analyse the effect of Green Marketing on the Perceived Value and Green Purchase Intention of Uniqlo products. Uniqlo is a Japanese company in the field of product planning, production and distribution of casual clothing that has implemented product sustainability which aims to preserve the environment. In addition, this study also examines how the Theory of Planned Behavior will predict the Purchase Intention of green products, especially product from Uniqlo. In addition, this study also examines how Perceived Value will moderate the relationship between Green Purchase Intention. The type of research used in this research is descriptive analysis with a quantitative approach. Questionnaires will be used as a data collection method with a sample of 121 Indonesian and Malaysian citizens who have purchased and intend to buy Uniqlo products. This research was processed using the Structural Equation Modeling (SEM) technique using the Analysis of Moment Structure (AMOS) Version 21 analysis tool.

Through hypothesis testing, the research results show that Green Marketing has a positive and significant effect on Green Purchase Intention. Meanwhile, Perceived Value has no significant effect on Green Purchase Intention. In addition, Green Marketing has a positive and significant effect on Perceived Value.

Keywords: Green Marketing, Green Purchase Intention, Perceived Value, Green Attitude, Subjective Norm, Perceived Behavioral Control, Theory of Planned Behavior.