

ABSTRACT

Many firms are striving to improve their environmental positions by presenting their environmental efforts to the public. To do so, they are applying green marketing strategies to help gain competitive advantage and appeal to ecologically conscious consumers. However, not all green marketing claims accurately reflect firms' environmental conduct, and can be viewed as 'greenwashing'. Greenwashing may not only affect a company's profitability, but more importantly, result in ethical harm. Therefore, this research extends past greenwashing studies by examining additional influences on and outcomes of perceived greenwashing.

The study was conducted on 150 respondents through a quantitative questionnaire with closed questions that had a Likert scale of 1-5. Research analysis was carried out using the Structural Equation Model (SEM) method using AMOS software.

The results of the study show that greenwashing perception does not directly affect green purchase intention, but through the influence of green word of mouth. Greenwashing perceptions have a negative and significant effect on green word of mouth, green word of mouth has a positive effect on green perceived value, green word of mouth has a positive effect on green purchase intention, green perceived value affects green purchase intention. We found that the importance of green word of mouth for green companies in achieving green purchase intention, green perceived value is also an important variable, as it is a trigger for the process that leads to green purchase intention.

Kata Kunci : *Greenwashing perceptions, green word of mouth, green perceived value, green purchase intention*