

ABSTRACT

The purpose of this research is to test the influences of Green advertising, product and perceived value toward consumer's perception in order to build company image through Desaku Hijau Program. By using variables which refers to previous research done by Subhabrata Banerjee, Charles S Gulas dan Easwar Iyer 1995, Nha Nguyen dan Gaston LeBlanc 1998, Barbara A Lafferty; Ronald E Goldsmith; Stephen J Newell. 2002, Nigel K.LI.Pope, Kevin E.Voges dan Mark Brown, 2004, Howard Barich; Philip Kotler, 1991, discovered the influence of green advertising, product and perceived value to consumer's perception in building company image and also direct influence of each variables in building company image.

The samples of this research is people in pekalongan where program Desaku Hijau taken place and consisted of a hundred and two respondents. Structural Equation Modeling (SEM) was run by an AMOS software for data analysis. The result of the analysis showed that green advertising, product and perceived value are together influence company image in two ways indirectly through consumer perception and directly to company image. However, among the three variables, green advertising directly gave positive influence in building company image better than product and perceived value.

In accordance to mentioned above it is suggested to management in PT HM Sampoerna to continue such green advertising to increase the image of the company. As future research it is recommended to conduct a research on other factors building company image beside green advertising, product and perceived value.

Keywords: green advertsing, product, perceived value, consumer'sperception, company image.