

ABSTRACT

The rapid development of industry has increased productivity and consumption but has also caused negative impacts on the environment. Moreover, fast industrialization and population growth have exacerbated environmental issues, including increased waste generation. This phenomenon has led to the emergence of a consumer movement that is more environmentally conscious. Responding to this challenge, The Body Shop has emerged as a company consistently committed to implementing green and environmentally friendly business principles. Through various eco-friendly initiatives, The Body Shop positions itself as a pioneer in green business. These efforts help shape green perceived value in consumers' minds, strengthen green trust, and foster positive green word of mouth. These three factors together contribute to increasing green purchase intention, which is the intention of consumers to buy sustainable and environmentally responsible products.

The conceptual framework of this study, which explores the relationships between green perceived value, green word of mouth, green trust, and green purchase intention, is based on previous theories and research. Data were collected through an online questionnaire consisting of closed-ended questions and successfully gathered responses from 135 participants. The criteria for respondents included being familiar with The Body Shop and residing in Semarang City. The collected data were then analyzed quantitatively using Structural Equation Modeling (SEM) with the SmartPLS software.

The results of this study indicate that green perceived value has a significant effect on green purchase intention and green trust, and that green trust significantly affects green purchase intention. However, the hypotheses regarding the effects of green word of mouth on green purchase intention and green trust were not supported.

Keywords: *Green Perceived Value, Green Word of Mouth, Green Trust, Green Purchase Intention.*