

**THE INFLUENCES OF GREEN BRAND
PERCEIVED VALUE, CREDIBILITY,
IMAGE, SATISFACTION, AND
TRUST ON BRAND EQUITY OF
"DELL" LAPTOP
(A SURVEY OF INDONESIAN USERS)**



WAN LIBRARY
UNIVERSITY

3.8

M

**Charles Lim
Suresh Kumar**

The Influence of Green Brand Perceived Value, Credibility, Image,
Satisfaction, and Trust in Brand Equity of "Dell" Laptop (A Survey of
Indonesian Users)



2999.2021

ID : 2999.2021
Subjek: Marketing

658.8
LIM
i

**THE INFLUENCES OF GREEN BRAND
PERCEIVED VALUE, CREDIBILITY, IMAGE,
SATISFACTION, AND TRUST ON BRAND
EQUITY OF "DELL" LAPTOP
(A SURVEY OF INDONESIAN USERS)**

Charles Lim

Suresh Kumar



**ADAM KURNIAWAN
LIBRARY**

President University

**THE INFLUENCES OF GREEN BRAND
PERCEIVED VALUE, CREDIBILITY, IMAGE,
SATISFACTION, AND TRUST ON BRAND
EQUITY OF “DELL” LAPTOP
(A SURVEY OF INDONESIAN USERS)**

Copyright 2021

@by Charles Lim and Suresh Kumar

Published by

President University

Jababeka Education Park Jl. Ki Hajar
Dewantara, Kabupaten Bekasi 17550,
Indonesia

Telephone: +6221 89109762 - 63 (Ext. 404)

Email: lrmpu@president.ac.id

Website: www.president.ac.id

Published: JULY, 2021

ISBN: 9 786236 655658

PREFACE

TABLE OF CONTENTS

PREFACE.....v

TABLE OF CONTENTS vi

ABSTRACT ix

CHAPTER I 1

INTRODUCTION..... 1

 1.1 Research Background..... 1

 1.2 Problem Identification..... 2

 1.3 Problem Statement 3

 1.4 Research Objectives 4

 1.5 Scope and Limitations 5

CHAPTER II 6

LITERATURE REVIEW..... 6

 2.1 Theoretical Review..... 6

 2.1.1 Green Marketing 6

 2.1.2 Green Brand Equity 7

 2.1.3 Green Brand Perceived Value 8

 2.1.4 Brand Credibility..... 9

 2.1.5 Green Brand Image 10

 2.1.6 Green Brand Satisfaction 11

 2.1.7 Green Brand Trust 11

 2.1.8 The relationship between Green Brand
 Perceived Value and Green Brand
 Equity 12

 2.1.9 The relationship between Brand
 Credibility and Green Brand Equity 13

 2.1.11 The relationship between Green
 Brand Image and Green Brand
 Satisfaction 14

2.1.12	The relationship between Green Brand Image and Green Brand Trust	15
2.1.13	The relationship between Green Brand Satisfaction and Green Brand Equity	15
2.1.14	The relationship between Green Brand Trust and Green Brand Equity	16
2.2	Previous Research.....	17
2.3	Theoretical Framework	19
2.1.2.4	Hypothesis.....	20
CHAPTER III	22
RESEARCH METHOD	22
3.1	Research Approach	22
3.2	Sampling Design	23
3.2.1	Population	23
3.2.2	Sample Size	23
3.2.3	Sampling Technique	24
3.3	Research Instrument.....	25
3.3.1	Survey using questionnaire.....	25
3.4	Validity and Reliability	28
3.4.1	Validity Test.....	28
3.4.1.1	Content validity	28
3.4.1.2	Construct validity	29
3.4.1.3	KMO & Bartlett Test.....	30
3.4.1.4	Communalities.....	31
3.4.1.5	Total Variance	31
3.4.1.6	Rotated component matrix	31
3.4.2	Reliability Test.....	32
3.5	Data Analysis	32
3.5.1	Respondents Profile.....	32
3.5.2	Descriptive Analysis	33

3.5.3 Inferential Analysis: Structural Equation Modeling (SEM).....	34
CHAPTER IV.....	39
ANALYSIS AND INTERPRETATION.....	39
4.1 Company Profile.....	39
4.2 Descriptive Analysis.....	40
4.2.1 Respondent Profile.....	40
4.2.2 Measurement (Likert Scale).....	45
4.3 Data Analysis.....	58
4.3.1 Validity Test.....	58
4.4 Structural Equation Modeling (SEM) Analysis.....	66
4.4.1. Path Diagram.....	67
4.4.2 Full Model Fit of SEM.....	68
4.4.3 Convergent Validity.....	69
4.4.4 Discriminant Validity.....	70
4.4.5 Nomology Validity.....	70
4.4.6 Regression Weight Analysis.....	71
4.4.7 Standardized Regression Weights Analysis.....	72
4.5 Hypothesis Testing.....	72
4.6 Interpretation Result.....	75
CHAPTER V.....	79
CONCLUSION AND RECOMMENDATION.....	79
5.1 Conclusion.....	79
5.2 Recommendation.....	82
5.2.1 Managerial Implication.....	82
5.2.2 Future Research.....	83
REFERENCES.....	84

This monograph is conducted to understand customer behavior in buying laptop based on green marketing concept which involves brand equity, perceived value, image, trust, and satisfaction. Green marketing refers to the promotion of items that are assumed to be environmentally beneficial and that encourage consumers to maintain environmentally conscious attitudes and habits. Green Brand Equity is a collection of brand assets and liabilities related to environmental commitment and concerns that are connected with the brand name, symbol, and logo that can either increase or lower the value of eco-friendly goods and services. Perceived value is the consumers' perceptions of the goods or services. Customer faith in a company's talents and expertise to deliver goods/services that meet their needs is referred to as brand credibility. Satisfaction is described as the amount of consumption that meets the needs, aims, and desires of consumers. Because one party has a good expectation of another, trust represents the readiness to put oneself in a vulnerable position as a result of relying on them. It is hoped that the results will enlighten companies to start switching to green marketing.

Suresh Kumar is a senior lecturer at President University, Indonesia with 12 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management. Currently, he serves as Head of Business Administration at President University, Indonesia.

Charles Charles Lim, Alumnus of the Business Administration (BA) program, President University (PresUniv), is the Founder and CEO of IDexpress Indonesia.

ADAM K
PRESID



PRESIDENT UNIVERSITY

Email: lrpm@president.ac.id

Website: www.president.ac.id

ISBN 978-623-6655-65-8

