

ABSTRACT

From the mini survey conducted on 62 respondents got the result that the respondents are aware of the importance of choosing LCGC car because of the eco label, the users feel confident to choose LCGC cars and satisfied respondents choose LCGC car but environmentally friendly brand becomes the last consideration in choosing a car after quality, fuel economy and brand. This research aims to see the influence of green brand awareness, green brand image of green brand satisfaction, green brand trust to green brand preference. Population in this research is LCGC user in West Java. The sample in this research is 400 respondents. Data processing is done by using smartPLS 2.0 with descriptive analysis and multiple linear regression test. The result of this research is that Green Brand Image, Green Brand Satisfaction, Green Brand Trust have significant effect on Green Brand Preference, while Green Brand Awareness has no significant effect on Green Brand Preference. Green Brand Awareness, Green Brand Image, Green Brand Satisfaction, Green Brand Trust have significant effect on Green Brand Preference with moderating effect moderator age, gender, income level

Keyword: Green Brand, LCGC, Green Brand Preference