Abstract

Due to the energy-conserving trend, that purchase product with green energy will be the new choice by consumers. The perceive value and loyalty of consumers were affected by purchase motivation of green product. The simple random sampling by used in this study, and the questionnaires were be interview to consumers who purchased green products. The Structural Equation Modeling used to test hypotheses. The results found that purchase motivation had a positive effect on value, attitude loyalty, and behavior loyalty, while value had a positive effect on attitude loyalty. In addition, the result found that value hadn’t a positive effect on behavior loyalty. The practical implications of the findings for operator are discussed.

Keyword: purchase motivation, value, loyalty