

ABSTRAK

**PERAN ELECTRONIC WORD OF MOUTH, PEMASARAN
BERKELANJUTAN DAN PENGETAHUAN PRODUK
RAMAH LINGKUNGAN TERHADAP MINAT BELI
PRODUK SENSATIA BOTANICALS**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *electronic word of mouth* terhadap minat beli, (2) pengaruh pemasaran berkelanjutan terhadap minat beli, (3) pengaruh pengetahuan produk ramah lingkungan terhadap minat beli. Populasi dalam penelitian ini adalah masyarakat umum yang berdomisili di Yogyakarta dan sudah mengetahui produk Sensatia Botanicals baik secara langsung melalui media internet seperti media sosial (Instagram dan Twitter) dan platform belanja (Shopee dan Tokopedia), serta melalui iklan dan promosi, maupun melalui informasi dari rekanan seperti teman atau saudara. Data diperoleh menggunakan kuesioner yang disebarakan kepada 128 responden. Teknik pengambilan sampel dalam penelitian ini adalah teknik *simple random sampling*. Dalam penelitian ini, analisis data yang dilakukan adalah analisis regresi linear berganda, dengan menggunakan SPSS 25. Hasil dari penelitian ini adalah: (1) *electronic word of mouth* berpengaruh terhadap minat beli, (2) pemasaran berkelanjutan berpengaruh terhadap minat beli, (3) pengetahuan produk ramah lingkungan berpengaruh terhadap minat beli.

Kata Kunci: *electronic word of mouth*, pemasaran berkelanjutan, pengetahuan produk ramah lingkungan, minat beli

ABSTRACT

***THE ROLE OF ELECTRONIC WORD OF MOUTH, GREEN MARKETING
AND GREEN PRODUCT KNOWLEDGE FOR PURCHASE INTENTION
SENSATIA BOTANICALS PRODUCTS***

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This study aims to determine: (1) the effect of electronic word of mouth on purchase intention, (2) the effect of green marketing on purchase intention, (3) the effect of green product knowledge on purchase intention. The population in this study is the general public who live in Yogyakarta and already know Sensatia Botanicals products either directly through internet media such as social media (Instagram and Twitter) and shopping platforms (Shopee and Tokopedia), as well as through advertisements and promotions, or through information from partners such as friends or relatives. Data was obtained using a questionnaire distributed to 128 respondents. The sampling technique in this study was simple random sampling technique. In this study, the data analysis performed was multiple linear regression analysis, using SPSS 25. The results of this study are: (1) electronic word of mouth affects purchase intention, (2) sustainable marketing affects purchase intention, (3) knowledge of environmentally friendly products affects purchase intention.

Keywords: electronic word of mouth, green marketing, green product knowledge, purchase intention