

ABSTRAK

PENGARUH *GREEN PRODUCT*, *GREEN ADVERTISING*, DAN *GREEN BRAND IMAGE* TERHADAP *GREEN PURCHASE INTENTION* *GARNIER GREEN BEAUTY*

Studi pada Generasi Z di Yogyakarta

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Permasalahan lingkungan akibat sampah, terutama sampah plastik dari kemasan *skincare*, mendorong pentingnya kesadaran akan perilaku konsumsi yang lebih ramah lingkungan, khususnya pada generasi Z yang memiliki perhatian besar terhadap perawatan diri serta aktif di media sosial yang merupakan ruang utama produk *skincare* dipromosikan, melalui elemen pemasaran hijau, penelitian ini dilakukan untuk mengetahui pengaruh *green product*, *green advertising*, dan *green brand image* terhadap *green purchase intention*, baik secara simultan maupun secara parsial. Populasi pada penelitian ini adalah generasi Z yang berdomisili di Yogyakarta. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden yang mengetahui produk Garnier *green beauty*, mengetahui produk Garnier sebagai produk ramah lingkungan, dan pernah melihat iklan ramah lingkungan Garnier di media sosial. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan menggunakan aplikasi SPSS 30. Hasil penelitian ini menunjukkan bahwa: 1) *green product*, *green advertising*, dan *green brand image* secara simultan berpengaruh terhadap *green purchase intention*, 2) *green product* secara parsial berpengaruh terhadap *green purchase intention*, 3) *green advertising* secara parsial berpengaruh terhadap *green purchase intention*, 4) *green brand image* secara parsial berpengaruh terhadap *green purchase intention*.

Kata kunci: *green product*, *green advertising*, *green brand image*, *green purchase intention*

ABSTRACT

THE INFLUENCE OF GREEN PRODUCT, GREEN ADVERTISING, AND GREEN BRAND IMAGE ON GREEN PURCHASE INTENTION GARNIER GREEN BEAUTY

Study of Generation Z in Yogyakarta

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Environmental problems caused by waste, especially plastic waste from skincare packaging, encourage the importance of awareness of more environmentally friendly consumption behavior, especially for generation Z who have great attention to self-care and are active on social media which is the main space for skincare products to be promoted, through green marketing elements, this study was conducted to determine the effect of green products, green advertising, and green brand image on green purchase intention, both simultaneously and partially. The population in this study was generation Z who live in Yogyakarta. The sample used in this study was 100 respondents who knew Garnier green beauty products, knew Garnier products as environmentally friendly products, and had seen Garnier's environmentally friendly advertisements on social media. The data analysis technique used was multiple linear regression analysis using the SPSS 30 application. The results of this study indicate that: 1) green products, green advertising, and green brand image simultaneously influence green purchase intention, 2) green products partially influence green purchase intention, 3) green advertising partially influences green purchase intention, 4) green brand image partially influences green purchase intention.

Keywords: *green product, green advertising, green brand image, green purchase intention*