

ABSTRAK

**PENGARUH GREEN PRODUCT, KESADARAN LINGKUNGAN DAN
CONTENT MARKETING TERHADAP MINAT BELI PRODUK
DI VERT TERRE YOGYAKARTA**

Studi pada Pengikut Media Sosial Instagram @vert.gift

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *green product*, kesadaran lingkungan dan *content marketing* terhadap minat beli produk di Vert Terre Yogyakarta, (2) pengaruh secara parsial *green product* terhadap minat beli produk di Vert Terre Yogyakarta, (3) pengaruh secara parsial kesadaran lingkungan terhadap minat beli produk di Vert Terre Yogyakarta, (4) pengaruh secara parsial *content marketing* terhadap minat beli produk di Vert Terre Yogyakarta. Populasi penelitian ini adalah para pengikut akun media sosial Instagram @vert.gift yang berdomisili di Yogyakarta. Sampel sebanyak 96 responden. Teknik pengambilan sampel menggunakan metode non *probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan uji asumsi klasik, analisis linear berganda dan uji hipotesis dengan menggunakan software SPSS 30. Hasil penelitian ini menunjukkan bahwa: (1) *green product*, kesadaran lingkungan dan *content marketing* secara simultan berpengaruh terhadap minat beli produk di Vert Terre Yogyakarta, (2). *green product* secara parsial berpengaruh terhadap minat beli produk di Vert Terre Yogyakarta, (3) kesadaran lingkungan secara parsial berpengaruh terhadap minat beli produk di Vert Terre Yogyakarta, (4) *content marketing* secara parsial tidak berpengaruh terhadap minat beli produk di Vert Terre Yogyakarta.

Kata kunci: *content marketing*, *green product*, kesadaran lingkungan, minat beli.

ABSTRACT

**THE INFLUENCE OF GREEN PRODUCT, ENVIRONMENTAL
AWARENESS AND CONTENT MARKETING ON PRODUCT
PURCHASE INTENTION AT VERT TERRE YOGYAKARTA**

A Study on Instagram Social Media Followers @vert.gift

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This study aims to find out: (1) the simultaneous influence of green product, environmental awareness and content marketing on product purchase intention at Vert Terre Yogyakarta, (2) the partial influence of green product on product purchase intention at Vert Terre Yogyakarta, (3) the partial influence of environmental awareness on product purchase intention at Vert Terre Yogyakarta, (4) the partial influence of content marketing on product purchase intention at Vert Terre Yogyakarta. The population of this study is followers of the Instagram social media account @vert.gift who are domiciled in Yogyakarta. The sample was 96 respondents. The sampling technique uses non-probability sampling method with purposive sampling technique. The data analysis techniques used classical assumption test, multiple linear regression analysis and hypothesis testing using SPSS 30 software. The results of this study show that: (1) green product, environmental awareness and content marketing simultaneously affect product purchase intention at Vert Terre Yogyakarta, (2) green product partially affects product purchase intention at Vert Terre Yogyakarta, (3) environmental awareness partially affects product purchase intention at Vert Terre Yogyakarta, (4) content marketing partially does not affect product purchase intention at Vert Terre Yogyakarta.

Keywords: content marketing, green product, environmental awareness, purchase intention