

ABSTRAK

**PENGARUH GREEN LIFESTYLE DAN GREEN BRAND IMAGE
TERHADAP GREEN PURCHASE DECISION DENGAN GREEN TRUST
SEBAGAI VARIABEL MEDIASI (Studi pada Konsumen Peony
Ecohouse Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *green lifestyle* terhadap *green purchase decision* dengan *green trust* sebagai mediasi, (2) pengaruh *green brand image* terhadap *green purchase decision* dengan *green trust* sebagai mediasi, (3) perbedaan *green lifestyle* menurut perspektif gender. Populasi dalam penelitian ini adalah konsumen Peony Ecohouse Yogyakarta. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Total responden dalam penelitian ini adalah 100 orang. Data diperoleh dengan melakukan penyebaran kuesioner secara *offline* dan *online*. Teknik analisis data dalam penelitian ini terdiri dari PLS melalui aplikasi SmartPLS 4 dan Uji Man Whitney melalui aplikasi SPSS 26. Hasil dari penelitian ini menunjukkan bahwa: (1) *green lifestyle* tidak berpengaruh terhadap *green purchase decision* dengan *green trust* sebagai mediasi (*no effect/no mediation*), (2) *green brand image* berpengaruh terhadap *green purchase decision* dengan *green trust* sebagai mediasi (*indirect-only/full mediation*), (3) tidak terdapat perbedaan *green lifestyle* menurut perspektif gender.

Kata kunci: *Green Lifestyle, Green Brand Image, Green Purchase Decision, Green Trust*

ABSTRACT

**INFLUENCE OF GREEN LIFESTYLE AND GREEN BRAND IMAGE ON
GREEN PURCHASE DECISION WITH GREEN TRUST AS A
MEDIATING VARIABLE
(Study on Peony Ecohouse Yogyakarta Consumers)**

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This study aims to determine: (1) the effect of green lifestyle on green purchase decisions with green trust as mediation, (2) the effect of green brand image on green purchase decisions with green trust as mediation, (3) differences in green lifestyle from a gender perspective. The population in this study consisted of consumers of Peony Ecohouse Yogyakarta. The sampling technique used in this study was purposive sampling. The number of respondents in this study were 100 people. Data were collected by distributing an offline and online questionnaire. The data analysis technique in this study consisted of PLS through the SmartPLS 4 application and the Man Whitney Test through the SPSS 26 application. The results of this study showed that: (1) green lifestyle had no effect on green purchase decision with green trust as mediation (no effect/no mediation), (2) green brand image affected green purchase decision with green trust as mediation (indirect-only/full mediation), (3) there were no differences in green lifestyle according to gender perspective.

Keywords: Green Lifestyle, Green Brand Image, Green Purchase Decision, Green Trust