

ABSTRAK

PENGARUH GREEN ADVERTISING, GREEN BRAND POSITIONING, GREEN BRAND KNOWLEDGE, DAN GREEN BRAND ATTITUDE TERHADAP GREEN PURCHASE INTENTION KONSUMEN PRODUK H&M DI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *green advertising* terhadap *green purchase intention* konsumen produk H&M, (2) Pengaruh *green brand positioning* terhadap *green purchase intention* konsumen produk H&M, (3) Pengaruh *green brand knowledge* terhadap *green purchase intention* konsumen produk H&M, (4) Pengaruh *green brand attitude* terhadap *green purchase intention* konsumen produk H&M, (5) Perbedaan perilaku laki-laki dan perempuan pada *green purchase intention*. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Populasi penelitian ini adalah seluruh konsumen produk H&M di Yogyakarta. Sampel penelitian ini terdiri dari 135 responden yang dikumpulkan melalui penyebaran kuesioner. Teknik analisis data yang digunakan dalam penelitian ini meliputi uji asumsi klasik, uji regresi linier berganda, dan uji beda dengan bantuan aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa: (1) *Green advertising* tidak berpengaruh terhadap *green purchase intention*, (2) *Green brand positioning* tidak berpengaruh terhadap *green purchase intention*, (3) *Green brand knowledge* tidak berpengaruh terhadap *green purchase intention*, (4) *Green brand attitude* berpengaruh terhadap *green purchase intention* (5) Tidak terdapat perbedaan perilaku antara laki-laki dan perempuan dalam *green purchase intention*.

Kata kunci: *green advertising, green brand positioning, green brand knowledge, green brand attitude, green purchase intention*.

ABSTRACT

THE INFLUENCE OF GREEN ADVERTISING, GREEN BRAND POSITIONING, GREEN BRAND KNOWLEDGE, AND GREEN BRAND ATTITUDE ON GREEN PURCHASE INTENTION ON H&M PRODUCT CONSUMERS IN YOGYAKARTA

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This study aims to determine: (1) the effect of green advertising on green purchase intention of H&M product consumers, (2) the effect of green brand positioning on green purchase intention of H&M product consumers, (3) the effect of green brand knowledge on green purchase intention of H&M product consumers, (4) the effect of green brand attitude on green purchase intention of H&M product consumers, (5) behavioral differences between men and women on green purchase intention. The sampling method used was a non-probability sampling method with a purposive sampling technique. The population of this study was all consumers of H&M products in Yogyakarta. The sample of this study consisted of 135 respondents. Data were collected by distributing a questionnaire to the respondents. The data analysis techniques used in this study included classical assumption testing, multiple linear regression analysis, and difference testing with the assistance of SPSS 25 software. The research results showed that: (1) green advertising had no influence on green purchase intention, (2) green brand positioning had no influence on green purchase intention, (3) green brand knowledge had no influence on green purchase intention, (4) green brand attitude influenced green purchase intention, (5) there was no behavioral differences between men and women on green purchase intention.

Keywords: green advertising, green brand positioning, green brand knowledge, green brand attitude, green purchase intention.