

ABSTRAK

PENGARUH GREEN PRODUCT, GREEN KNOWLEDGE, DAN GREEN PRICE TERHADAP MINAT BELI MEREK HIJAU

Ignatius Haryogo Setyonugroho
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara langsung *green product*, *green knowledge* dan *green price* terhadap minat beli merek hijau, 2) pengaruh *green product* terhadap minat beli merek hijau, 3) pengaruh *green knowledge* terhadap minat beli merek hijau, 4) pengaruh *green price* terhadap minat beli merek hijau, 5) untuk mengetahui perbedaan persepsi minat beli merek hijau berdasarkan kelompok generasi Populasi dari penelitian ini adalah konsumen yang memiliki minat beli merek hijau yaitu IKEA di pulau Jawa. Data diperoleh dengan membagikan kuesioner tentang *green product*, *green knowledge* dan *green price*. kepada 400 responden yang memiliki minat beli merek hijau IKEA di pulau Jawa. Teknik pengambilan sampel yang digunakan yaitu *non probability sampling* dengan pendekatan *purposive sampling*. Teknik analisis data menggunakan analisis linier berganda, uji f, uji t, dan uji beda *two way anova*, dengan menggunakan aplikasi SPSS 25. Hasil dari penelitian menunjukkan bahwa: 1) *green product*, *green knowledge* dan *green price* berpengaruh terhadap minat beli merek hijau 2) *green product* berpengaruh terhadap terhadap minat beli merek hijau 3) *green knowledge* berpengaruh terhadap minat beli merek hijau 4) *green price* berpengaruh terhadap minat beli merek hijau 5) terdapat perbedaan persepsi minat beli merek hijau berdasarkan kelompok generasi X dan generasi Y serta generasi X dan generasi Z, serta tidak terdapat perbedaan pada generasi Y dan generasi Z

Kata Kunci: *Green product*, *green knowledge*, *green price*, minat beli merek hijau

ABSTRACT

THE INFLUENCE OF GREEN PRODUCT, GREEN KNOWLEDGE, AND GREEN PRICE ON THE PURCHASE INTENTION OF GREEN BRANDS

Ignatius Haryogo Setyonugroho
Management Study Program Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

The aim of this research is to find out: 1) the influence of green product, green knowledge and green price on green purchase intention, 2) the influence of green product on green purchase intention, 3) the influence of green knowledge on green purchase intention, 4) the influence of green price on green purchase intention, 5) the influence differences in purchasing interest on green purchase intention on generational groups. The populations of this study consist of consumers who have an interest in purchasing green brand mark namely is IKEA on the island of Java. The sampling technique used is non probability sampling with purposive sampling approach. The data analysis technique used were multiple linier regression analysis, f test, t test, and difference test two way anova, using the SPSS 25. The result shows that: 1) green product, green knowledge, and green price have influence on the purchase intention of green brands, 2) green product has an influence on the purchase intention of green brands, 3) green knowledge has an influence on purchase intention of green brands, 4) green price has an influence on the purchase intention of green brands, 5) There are differences in perceptions of green brand purchase intention between Generation X and Generation Y, as well as between Generation X and Generation Z, and there is no difference between generation Y and generation Z

Keywords: green product, green knowledge, green price, green purchase intention.