

ABSTRAK

PENGARUH GREEN LIFESTYLE, GREEN MARKETING, GREEN BRAND IMAGE, DAN ECO-LABEL TERHADAP GREEN PURCHASE INTENTION PRODUCT EIGER

I Wayan Raditya Pramana Yasa
Prodi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green lifestyle*, *green marketing*, *green brand image* dan *eco-label* secara simultan terhadap *green purchase intention product Eiger* 2) pengaruh *green lifestyle* terhadap *green purchase intention product Eiger* 3) pengaruh *green marketing* terhadap *green purchase intention product Eiger* 4) pengaruh *green brand image* terhadap *green purchase intention product Eiger* 5) pengaruh *eco-label* terhadap *green purchase intention product Eiger* 6) terdapat perbedaan dalam *green purchase intention* pada generasi Y dan generasi Z *product Eiger*. Jenis penelitian yang digunakan kausal dengan pendekatan kuantitatif menggunakan kuesioner. Populasi penelitian ini adalah generasi Y dan generasi Z yang berdomisili di Daerah Istimewa Yogyakarta dengan 424 responden. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data menggunakan analisis regresi linier berganda, dengan menggunakan aplikasi SPSS 25. Hasil penelitian ini menunjukkan bahwa: 1) *green lifestyle*, *green marketing*, *green brand image* dan *eco-label* berpengaruh secara simultan terhadap *green purchase intention product Eiger* 2) *green lifestyle* berpengaruh terhadap *green purchase intention product Eiger* 3) *green marketing* berpengaruh terhadap *green purchase intention product Eiger* 4) *green brand image* berpengaruh terhadap *green purchase intention product Eiger* 5) *eco-label* berpengaruh terhadap *green purchase intention product Eiger* 6) terdapat perbedaan dalam *green purchase intention product Eiger* pada generasi Y dan generasi Z.

Kata kunci: *green lifestyle*, *green marketing*, *green brand image*, *eco-label*, *green purchase intention*

ABSTRACT

THE INFLUENCE OF GREEN LIFESTYLE, GREEN MARKETING, GREEN BRAND IMAGE, AND ECO-LABEL ON GREEN PURCHASE INTENTION PRODUCT EIGER

I Wayan Raditya Pramana Yasa
Prodi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

The aim of this research is to find out: 1) the simultaneous influence of green lifestyle, green marketing, green brand image and eco-label on green purchase intention product Eiger 2) the influence of green lifestyle on green purchase intention product Eiger 3) the influence of green marketing on green purchase intention product Eiger 4) the influence of green brand image on green purchase intention product Eiger 5) the influence of eco-label on green purchase intention product Eiger 6) the differences in green purchase intention based on interest in the type product Eiger. The type of research used is causal with a quantitative approach using a questionnaire. The population of this study is generation Y and generation Z who live in the Special Region of Yogyakarta with 424 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. The data analysis techniques using multiple linear regression analysis, using the SPSS 25 application: 1) green lifestyle, green marketing, green brand image and eco-label simultaneously influence of green purchase intention product Eiger 2) green lifestyle influenced the green purchase intention product Eiger 3) green marketing influenced the green purchase intention product Eiger 4) green brand image influenced the green purchase intention product Eiger 5) eco-label influenced the green purchase intention product Eiger 6) there were differences in green purchase intention based on interest in the type of jenis product Eiger

Keywords: green lifestyle, green marketing, green brand image, eco-label, green purchase intention