

ABSTRAK

PENGARUH GREEN PRODUCT KNOWLEDGE, GREEN MARKETING, GREEN TRUST, DAN GREEN ATTITUDE TERHADAP GREEN PURCHASE INTENTION (Studi Kasus Pada Vert Terre Yogyakarta)

Nathasa Putri Virgilia
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *green product knowledge*, *green marketing*, *green trust*, dan *green attitude* terhadap *green purchase intention*, (2) pengaruh *green product knowledge* terhadap *green purchase intention*, (3) pengaruh *green marketing* terhadap *green purchase intention*, (4) pengaruh *green trust* terhadap *green purchase intention*, (5) pengaruh *green attitude* terhadap *green purchase intention*, (6) perbedaan persepsi antara perempuan dan laki-laki terhadap *green purchase intention*. Populasi pada penelitian ini merupakan masyarakat Yogyakarta yang mengetahui tentang produk hijau. Sampel penelitian dengan kriteria: (1) mengetahui tentang Vert Terre, (2) belum pernah membeli produk Vert Terre, (3) termasuk dalam generasi Z, dengan jumlah sampel sebanyak 124 responden. Teknik analisis data menggunakan analisis regresi linear berganda, dan uji *independent samples t-test*, dengan menggunakan aplikasi SPSS 22. Hasil penelitian ini menunjukkan bahwa: (1) *green product knowledge*, *green marketing*, *green trust*, dan *green attitude* berpengaruh secara simultan terhadap *green purchase intention*, (2) *green product knowledge* tidak berpengaruh terhadap *green purchase intention*, (3) *green marketing* tidak berpengaruh terhadap *green purchase intention*, (4) *green trust* berpengaruh terhadap *green purchase intention*, (5) *green attitude* berpengaruh terhadap *green purchase intention*, (6) tidak terdapat perbedaan persepsi antara perempuan dan laki-laki terhadap *green purchase intention*.

Kata Kunci: *green attitude*, *green marketing*, *green product knowledge*, *green purchase intention*, *green trust*

ABSTRACT

**THE INFLUENCE OF GREEN PRODUCT KNOWLEDGE, GREEN
MARKETING, GREEN TRUST, AND GREEN ATTITUDE, ON GREEN
PURCHASE INTENTION**

(Study on Vert Terre in Yogyakarta)

Nathasa Putri Virgilia
Management Study Program, Economic Faculty
Sanata Dharma University
Yogyakarta
2025

The research aims to determine: (1) the simultaneous influence of green product knowledge, green marketing, green trust, and green attitude on green purchase intention, (2) the influence of green product knowledge on green purchase intention, (3) the influence of green marketing on green purchase intention, (4) the influence of green trust on green purchase intention, (5) the influence of green attitude on green purchase intention, and (6) differences in perception between women and men on green purchase intention. The population in this study is the Yogyakarta community, who knows about green products. The research sample with the following criteria: (1) knows about Vert Terre, (2) has never bought a Vert Terre product. (3) is part of Generation Z, with a sample size of 124 respondents. The data analysis technique used multiple linear regression analysis and independent samples t-tests using the SPSS 22 application. The results of this study show that (1) green product knowledge, green marketing, green trust, and green attitude simultaneously influenced green purchase intention, (2) green product knowledge had no influence on green purchase intention, (3) green marketing had no influence on green purchase intention, (4) green trust influenced green purchase intention, (5) green attitude influenced green purchase intention, and (6) there was no difference in perception between women and men on green purchase intention.

Keywords: green attitude, green marketing, green product knowledge, green purchase intention, green trust