

ABSTRAK

**PENGARUH GREEN MARKETING, GREEN EXPERIENCE DAN
CUSTOMER ENVIRONMENTAL AWARENESS TERHADAP PURCHASE
INTENTION SEDOTAN STAINLESS STEEL CORKCICLE PADA
MAHASISWA GEN Z**

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh signifikan secara simultan *green marketing*, *green experience*, *customer environmental awareness* terhadap *purchase intention* sedotan *stainless steel* Corkcicle, (2) Pengaruh signifikan secara parsial *green marketing* terhadap *purchase intention* sedotan *stainless steel* Corkcicle, (3) Pengaruh signifikan secara parsial *green experience* terhadap *purchase intention* sedotan *stainless steel* Corkcicle, (4) Pengaruh signifikan secara parsial *customer environmental awareness* terhadap *purchase intention* sedotan *stainless steel* Corkcicle. Populasi penelitian ini adalah mahasiswa Generasi Z yang berdomisili di Kabupaten Sleman Yogyakarta. Sampel penelitian ini terdiri dari 110 responden yang didapatkan melalui penyebaran kuesioner. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan pada penelitian ini meliputi uji asumsi klasik, uji regresi linier berganda, uji hipotesis, dan uji koefisien determinasi. Data yang telah diperoleh, dianalisis menggunakan program aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa: (1) *Green marketing*, *green experience*, dan *customer environmental awareness* secara simultan berpengaruh signifikan terhadap *purchase intention*, (2) *Green marketing* secara parsial berpengaruh signifikan terhadap *purchase intention*, (3) *Green experience* secara parsial berpengaruh signifikan terhadap *purchase intention*, (4) *Customer environmental awareness* secara parsial berpengaruh signifikan terhadap *purchase intention*.

Kata kunci: *green marketing*, *green experience*, *customer environmental awareness* dan *purchase intention*.

ABSTRACT

**THE INFLUENCE OF GREEN MARKETING, GREEN EXPERIENCE
AND CUSTOMER ENVIRONMENTAL AWARENESS ON THE
PURCHASE INTENTION OF CORKCICLE STAINLESS STEEL STRAWS
ON GEN Z STUDENTS**

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This study aims to determine: (1) The simultaneous significant influence of green marketing, green experience, and customer environmental awareness on the purchase intention of Corkcicle stainless steel straws, (2) The partial significant influence of green marketing on the purchase intention of Corkcicle stainless steel straws, (3) The partial significant influence of green experience on the purchase intention of Corkcicle stainless steel straws, (4) The partial significant influence of customer environmental awareness on the purchase intention of Corkcicle stainless steel straws. The population of this study consists of Generation Z students residing in Sleman Regency, Yogyakarta. The sample comprises 110 respondents obtained through the distribution of questionnaires. The sampling technique used non-probability sampling with a purposive sampling method. The data analysis techniques used in this study include classical assumption tests, multiple linear regression tests, hypothesis tests, and determination coefficient tests. The data obtained were analysed using the SPSS 25 application program. The results of the study indicate that: (1) Green marketing, green experience, and customer environmental awareness simultaneously had a significant influence on purchase intention, (2) Green marketing partially had a significant influence on purchase intention, (3) Green experience partially had a significant influence on purchase intention, (4) Customer environmental awareness partially had a significant influence on purchase intention.

Keywords: green marketing, green experience, customer environmental awareness, and purchase intention.