

ABSTRAK

PENGARUH GREEN ADVERTISING, GREEN PRODUCT, GREEN LIFESTYLE, DAN GREEN TRUST TERHADAP GREEN PURCHASE INTENTION (STUDI PADA UNIQLO)

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Isu lingkungan yang semakin memprihatinkan disebabkan oleh berbagai dampak negatif dari industri pakaian, tidak hanya berasal dari limbah produk akhir, tetapi juga dari limbah yang dihasilkan selama proses produksinya. Oleh karena itu, diperlukan upaya penanggulangan melalui penerapan prinsip *go green* serta pentingnya implementasi green marketing khususnya bagi industri fashion berskala besar. Penelitian ini bertujuan untuk mengetahui 1. Pengaruh *green advertising*, *green product*, *green lifestyle*, dan *green trust* pada *green purchase intention*, 2. Pengaruh *green advertising* berpengaruh pada *green purchase intention*, 3. Pengaruh *green product* berpengaruh pada *green purchase intention*, 4. Pengaruh *green lifestyle* berpengaruh pada *green purchase intention*, 5. Pengaruh *green trust* berpengaruh pada *green purchase intention*. Populasi pada penelitian ini adalah masyarakat Yogyakarta yang mengetahui *green product* UNIQLO. Sampel penelitian ini sebanyak 385 responden konsumen UNIQLO yang belum pernah membeli produk hijau UNIQLO menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data menggunakan analisis linear berganda dan uji *independent samples t-test*, dengan menggunakan aplikasi SPSS26. Hasil penelitian ini menunjukkan 1. *green advertising*, *green product*, *green lifestyle*, dan *green trust* berpengaruh terhadap *green purchase intention*, 2. *green advertising* tidak berpengaruh terhadap *green purchase intention*, 3. *green product* berpengaruh terhadap *green purchase intention*, 4. *green lifestyle* berpengaruh terhadap *green purchase intention*, 5. *green trust* berpengaruh terhadap *green purchase intention*, 6. Terdapat perbedaan *green purchase intention* pada generasi Y dengan generasi Z.

Kata kunci: *green advertising*, *green product*, *green lifestyle*, *green trust*, *green purchase intention*.

ABSTRACT

**THE EFFECT OF GREEN ADVERTISING, GREEN PRODUCT, GREEN LIFESTYLE, AND GREEN TRUST ON GREEN PURCHASE INTENTION
(STUDY ON UNIQLO)**

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Environmental issues that are increasingly worrying are caused by various negative impacts from the clothing industry, not only from final product waste, but also from waste produced during the production process. Therefore, efforts are needed to overcome this through the application of the go green principle and the importance of implementing green marketing, especially for the large-scale fashion industry. This study aims to determine 1. The effect of green advertising, green products, green lifestyles, and green trust on green purchase intention, 2. The effect of green advertising on green purchase intention, 3. The effect of green products on green purchase intention, 4. The effect of green lifestyle on green purchase intention, 5. The effect of green trust on green purchase intention. The population in this study was the people of Yogyakarta who knew about UNIQLO green products. The sample of this study was 385 UNIQLO consumer respondents who had never purchased UNIQLO green products using non-probability sampling with a purposive sampling method. The data analysis technique used multiple linear analysis and independent samples t-test, using the SPSS26 application. The results of this study indicate that 1. green advertising, green product, green lifestyle, and green trust have an effect on green purchase intention, 2. green advertising does not have an effect on green purchase intention, 3. green product has an effect on green purchase intention, 4. green lifestyle has an effect on green purchase intention, 5. green trust has an effect on green purchase intention, 6. There is a difference in green purchase intention between generation Y and generation Z.

Keywords: green advertising, green product, green lifestyle, green trust, green purchase intention.