

ABSTRAK

PENGARUH GREEN ADVERTISING DAN GREEN BRAND KNOWLEDGE
TERHADAP GREEN PURCHASE INTENTION MELALUI SIKAP SEBAGAI VARIABEL
MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *green advertising* terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta, (2) pengaruh secara langsung *green brand knowledge* terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta, (3) peran sikap dalam memediasi pengaruh *green advertising* terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta, dan (4) peran sikap dalam memediasi pengaruh *green brand knowledge* terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta. Populasi dalam penelitian ini adalah generasi Z di Yogyakarta. Sampel dalam penelitian ini adalah sebagian dari generasi Z yang berjumlah 96 (berusia 19–27 tahun) berdomisili di Yogyakarta, mengetahui produk mobil listrik, dan pernah melihat iklan Wuling Binguo EV. Teknik analisis pada penelitian ini menggunakan *Partial Least Square* dengan aplikasi *SmartPLS 4*. Hasil yang diperoleh menunjukkan: (1) *green advertising* secara langsung berpengaruh terhadap *green purchase intention* Wuling Binguo EV Z di Yogyakarta, (2) *green brand knowledge* secara langsung berpengaruh terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta, (3) sikap memediasi sebagian pengaruh *green advertising* terhadap *green purchase intention* Wuling Binguo EV pada generasi Z di Yogyakarta, dan (4) sikap memediasi sebagian pengaruh *green brand knowledge* terhadap *green purchase intention* pada Wuling Binguo EV generasi Z di Yogyakarta.

Kata Kunci: *green advertising*, *green brand knowledge*, *green purchase intention*, sikap

ABSTRACT

*THE INFLUENCE OF GREEN ADVERTISING AND GREEN BRAND KNOWLEDGE ON
GREEN PURCHASE INTENTION THROUGH ATTITUDE AS MEDIATING VARIABLE*

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This study aims to investigate: (1) the direct influence of green advertising on green purchase intention of Wuling Binguo EV among generation Z consumers in Yogyakarta, (2) the direct influence of green brand knowledge on green purchase intention of Wuling Binguo EV among generation Z consumers in Yogyakarta, (3) the mediating role of attitude in the influence of green advertising and green purchase intention of Wuling Binguo EV among generation Z consumers in Yogyakarta, and (4) the mediating role of attitude in the influence of green brand knowledge on green purchase intention of Wuling Binguo EV among generation Z consumers in Yogyakarta. The population of this research consists of generation Z individuals residing in Yogyakarta. The sample comprises 96 respondents (aged between 19 - 27 years) who live in Yogyakarta, are familiar with electric vehicles, and have been exposed to advertisements of Wuling Binguo EV. The data analysis was conducted using Partial Least Squares (PLS) with the assistance of the SmartPLS 4 software. The findings indicate that: (1) green advertising directly influences green purchase intention of Wuling Binguo EV among generation Z in Yogyakarta, (2) green brand knowledge directly influences green purchase intention of Wuling Binguo EV among generation Z in Yogyakarta, (3) attitude partially mediates the influence of green advertising on green purchase intention of Wuling Binguo EV among generation Z in Yogyakarta, and (4) attitude partially mediates the influence of green brand knowledge on green purchase intention of Wuling Binguo EV among generation Z in Yogyakarta.

Keyword: green advertising, green brand knowledge, green purchase intention, attitude