

ABSTRAK

PENGARUH GREEN ADVERTISING, GREEN PRODUCT, GREEN BRAND IMAGE, DAN GREEN TRUST TERHADAP MINAT BELI LOCK&LOCK ECO BOTTLE DI PROVINSI DIY

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara simultan *green advertising*, *green product*, *green brand image*, dan *green trust* terhadap minat beli Lock&Lock *eco bottle*, 2) Pengaruh secara parsial *green advertising* terhadap minat beli Lock&Lock *eco bottle*, 3) Pengaruh secara parsial *green product* terhadap minat beli Lock&Lock *eco bottle*, 4) Pengaruh secara parsial *green brand image* terhadap minat beli Lock&Lock *eco bottle*, 5) Pengaruh secara parsial *green trust* terhadap minat beli Lock&Lock *eco bottle*. Populasi dalam penelitian adalah masyarakat DIY yang mengetahui produk Lock&Lock *eco bottle*. Teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*. Data yang digunakan dalam penelitian diperoleh dari 100 responden. Teknik analisis data yang digunakan yaitu regresi linear berganda dengan bantuan aplikasi IBM SPSS 27. Hasil penelitian menunjukkan bahwa: 1) *Green advertising*, *green product*, *green brand image*, dan *green trust* secara simultan berpengaruh terhadap minat beli Lock&Lock *eco bottle*, 2) *Green advertising* secara parsial berpengaruh terhadap minat beli Lock&Lock *eco bottle*, 3) *Green product* secara parsial tidak berpengaruh terhadap minat beli Lock&Lock *eco bottle*, 4) *Green brand image* secara parsial berpengaruh terhadap minat beli Lock&Lock *eco bottle*, 5) *Green trust* secara parsial berpengaruh terhadap minat beli Lock&Lock *eco bottle*.

Kata Kunci: *Green Advertising*, *Green Product*, *Green Brand Image*, *Green Trust*, Minat Beli

ABSTRACT

THE INFLUENCE OF GREEN ADVERTISING, GREEN PRODUCT, GREEN BRAND IMAGE, AND GREEN TRUST ON CONSUMERS' PURCHASE INTENTION OF LOCK&LOCK ECO BOTTLE IN THE PROVINCE OF THE SPECIAL REGION OF YOGYAKARTA (DIY)

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This study aims to determine: 1) the simultaneous effect of green advertising, green product, green brand image, and green trust on purchase intention of Lock&Lock eco bottle, 2) the partial effect of green advertising on purchase intention of Lock&Lock eco bottle, 3) the partial effect of green product on purchase intention of Lock&Lock eco bottle, 4) the partial effect of green brand image on purchase intention of Lock&Lock eco bottle, 5) the partial effect of green trust on purchase intention of Lock&Lock eco bottle. The population in this study was people in the Special Region of Yogyakarta knowing Lock&Lock eco bottle product. The sampling technique used was non-probability sampling with a purposive sampling method. The data used in this study were obtained from 100 respondents. The data analysis technique used was multiple linear regression with the assistance of IBM SPSS 27. The results show that: 1) green advertising, green product, green brand image, and green trust simultaneously influence the purchase intention of Lock&Lock eco bottle, 2) green advertising partially influences the purchase intention of Lock&Lock eco bottle, 3) green product partially does not influence the purchase intention of Lock&Lock eco bottle, 4) green brand image partially influences the purchase intention of Lock&Lock eco bottle, 5) green trust partially influences the purchase intention of Lock&Lock eco bottle.

Keywords: Green Advertising, Green Product, Green Brand Image, Green Trust, Purchase Intention