

ABSTRAK
PERAN MEDIASI BRAND IMAGE DALAM MEMPREDIKSI
PENGARUH GREEN MARKETING STRATEGIES
TERHADAP MINAT BELI KONSUMEN
PADA PRODUK SEPATU VANS

Eustachius Arlo Swami Abhedananda
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung *eco-label* terhadap minat beli, 2) pengaruh secara langsung *eco-packaging* terhadap minat beli, 3) pengaruh secara langsung *sustainable advertisement* terhadap minat beli, 4) pengaruh *eco-label* terhadap minat beli dengan dimediasi oleh *brand image*, 5) pengaruh *eco-packaging* terhadap minat beli dengan dimediasi oleh *brand image*, 6) pengaruh *sustainable advertisement* terhadap minat beli dengan dimediasi oleh *brand image*. Populasi dari penelitian ini adalah konsumen yang pernah membeli produk sepatu Vans tetapi belum pernah melakukan pembelian produk VR3 dari Vans di DIY. Sampel penelitian ini terdiri dari 96 responden yang tertarik dan mengetahui produk VR3 Vans, dipilih menggunakan teknik *purposive sampling*. Data diperoleh melalui penyebaran kuesioner secara *online* menggunakan *Google Form*. Teknik analisis data yang digunakan adalah *Partial Least Square* dengan *SmartPLS 4*. Hasil penelitian menunjukkan bahwa: 1) *eco-label* secara langsung berpengaruh terhadap minat beli, 2) *eco-packaging* secara langsung berpengaruh terhadap minat beli, 3) *sustainable advertisement* secara langsung berpengaruh terhadap minat beli, 4) *eco-label* berpengaruh terhadap minat beli dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *brand image*, 5) *eco-packaging* berpengaruh terhadap minat beli dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *brand image*, 6) *sustainable advertisement* berpengaruh terhadap minat beli dengan dimediasi sebagian (*complimentary-partial mediation*) oleh *brand image*.

Kata kunci: *eco-label*, *eco-packaging*, *sustainable advertisement*, minat beli, dan *brand image*.

ABSTRACT
THE ROLE OF BRAND IMAGE MEDIATION IN PREDICTING
THE EFFECT OF GREEN MARKETING STRATEGIES
ON CONSUMER PURCHASE INTENTION
FOR VANS FOOTWEAR PRODUCTS

Eustachius Arlo Swami Abhedananda
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to determine: 1) the direct effect of eco-labels on purchase intent, 2) the direct effect of eco-packaging on purchase intent, 3) the direct effect of sustainable advertising on purchase intent, 4) the effect of eco-labels on purchase intent as mediated by brand image, 5) the effect of eco-packaging on purchase intent as mediated by brand image, 6) the effect of sustainable advertising on purchase intent as mediated by brand image. The population of this study consisted of consumers who had previously purchased Vans footwear products but had not yet purchased VR3 products from Vans at DIY. The study sample consisted of 96 respondents interested and aware of Vans VR3 products, selected using the purposive sampling technique. Data were collected through an online questionnaire distributed via Google Forms. The data analysis technique used was Partial Least Squares using SmartPLS 4. The results of the study indicate that: 1) eco-labels directly affect purchase intent, 2) eco-packaging directly affects purchase intent, 3) sustainable advertising directly affects purchase intent, 4) eco-labels affect purchase intent through complimentary-partial mediation by brand image, 5) eco-packaging affects purchase intent through complimentary-partial mediation by brand image, 6) sustainable advertising affects purchase intent through complimentary-partial mediation by brand image.

Keyword: eco-label, eco-packaging, sustainable advertisement, purchase intention, and brand im