

ABSTRAK

GREEN ATTITUDE MEMEDIASI FAKTOR-FAKTOR PENENTU GREEN PURCHASE INTENTION AVOSKIN PADA GENERASI Z DI PULAU JAWA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *environmental knowledge* terhadap *green purchase intention*, (2) pengaruh secara langsung *green perceived value* terhadap *green purchase intention*, (3) pengaruh secara langsung *green brand image* terhadap *green purchase intention*, (4) *green attitude* memediasi pengaruh *environmental knowledge* terhadap *green purchase intention*, (5) *green attitude* memediasi pengaruh *green perceived value* terhadap *green purchase intention*, dan (6) *green attitude* memediasi pengaruh *green brand image* terhadap *green purchase intention*. Populasi dalam penelitian ini adalah masyarakat Indonesia yang mengetahui tentang *green cosmetics*. Pengambilan sampel dilakukan menggunakan *purposive sampling* sebanyak 270 responden. Teknik analisis data menggunakan SEM-PLS (*Structural Equation Modeling-Partial Least Square*) dengan software SmartPLS 4. Hasil penelitian ini menunjukkan bahwa: (1) *environmental knowledge* tidak berpengaruh secara langsung terhadap *green purchase intention*, (2) *green perceived value* berpengaruh secara langsung terhadap *green purchase intention*, (3) *green brand image* tidak berpengaruh secara langsung terhadap *green purchase intention*, (4) *green attitude* memediasi secara penuh pengaruh *environmental knowledge* terhadap *green purchase intention*, (5) *green attitude* memediasi secara parsial pengaruh *green perceived value* terhadap *green purchase intention*, dan (6) *green attitude* tidak memediasi pengaruh *green brand image* terhadap *green purchase intention*.

Kata kunci: *environmental knowledge*, *green perceived value*, *green brand image*, *green purchase intention*, *green attitude*

ABSTRACT

GREEN ATTITUDE MEDIATES FACTORS DETERMINING GREEN PURCHASE INTENTION OF AVOSKIN AMONG GENERATION Z IN JAVA ISLAND

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This study aims to determine: (1) the direct influence of environmental knowledge on green purchase intention, (2) the direct influence of green perceived value on green purchase intention, (3) the direct influence of green brand image on green purchase intention, (4) green attitude mediating the influence of environmental knowledge on green purchase intention, (5) green attitude mediating the influence of green perceived value on green purchase intention, (6) green attitude mediating the influence of green brand image on green purchase intention. The population in this study consisted of Indonesian people who were aware of green cosmetics. The sample was selected using purposive sampling and consisted of 270 respondents. The data were analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Square) with SmartPLS 4 software. The results of this study indicate that: (1) environmental knowledge does not directly influence green purchase intention, (2) green perceived value directly influence green purchase intention, (3) green brand image does not directly influence green purchase intention, (4) green attitude fully mediates the influence of environmental knowledge on green purchase intention, (5) green attitude partially mediates the influence of green perceived value on green purchase intention, and (6) green attitude does not mediate the influence of green brand image on green purchase intention.

Keywords: environmental knowledge, green perceived value, green brand image, green purchase intention, green attitude