

ABSTRAK

PENGARUH GREENWASHING, GREEN PERCEIVED VALUE, GREEN MARKETING, PERCEIVED QUALITY, BRAND AWARENESS & CO-BRANDING TERHADAP BRAND EQUITY PADA UNIQLO DI DAERAH ISTIMEWA YOGYAKARTA

Gregorius Yoga Kurniadi
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
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Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *greenwashing*, *green perceived value*, *green marketing*, *perceived quality*, *brand awareness*, dan *co-branding* baik secara simultan dan parsial terhadap *brand equity* pada UNIQLO di Daerah Istimewa Yogyakarta. Penelitian ini dilatarbelakangi oleh meningkatnya isu keberlanjutan lingkungan pada industri fashion serta berbagai strategi pemasaran hijau yang dilakukan perusahaan dalam membangun ekuitas merek. UNIQLO sebagai salah satu perusahaan fashion global turut menerapkan berbagai program keberlanjutan seperti penggunaan bahan ramah lingkungan, program daur ulang pakaian, dan kolaborasi dengan berbagai pihak untuk meningkatkan nilai citra merek perusahaan. Teknik pengambilan sampel yang digunakan adalah teknik *non-probability sampling* dengan metode *purposive sampling*. Sampel dalam penelitian ini berjumlah 300 responden yang merupakan konsumen UNIQLO di Daerah Istimewa Yogyakarta dan pernah membeli produk UNIQLO minimal satu kali. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan *Google Form* dan dianalisis menggunakan metode regresi linear berganda dengan bantuan IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa seluruh variabel independen secara bersama-sama berpengaruh terhadap *brand equity*, *greenwashing* berpengaruh negatif signifikan terhadap *brand equity*, sedangkan *green perceived value*, *perceived quality*, *brand awareness*, dan *co-branding* berpengaruh positif signifikan terhadap *brand equity*. Sementara itu, *green marketing* tidak berpengaruh signifikan terhadap *brand equity*.

Kata kunci: *greenwashing*, *green perceived value*, *green marketing*, *perceived quality*, *brand awareness*, *co-branding*, *brand equity*.

ABSTRACT

THE INFLUENCE OF GREENWASHING, GREEN PERCEIVED VALUE, GREEN MARKETING, PERCEIVED QUALITY, BRAND AWARENESS & CO-BRANDING ON BRAND EQUITY AT UNIQLO IN THE SPECIAL REGION OF YOGYAKARTA

Gregorius Yoga Kurniadi
Management Study Program Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study was conducted to examine the simultaneous and partial effects of greenwashing, perceived green value, green marketing, perceived quality, brand awareness, and co-branding on brand equity for UNIQLO in the Special Region of Yogyakarta. The study was motivated by the growing focus on environmental sustainability in the fashion industry and the various green marketing strategies companies employ to build brand equity. As a global fashion company, UNIQLO has implemented various sustainability programs, such as the use of eco-friendly materials, clothing recycling programs, and collaborations with various parties to enhance the company's brand image. This study employs a quantitative approach using purposive sampling. The sample for this study consisted of 300 respondents who are UNIQLO customers in the Special Region of Yogyakarta and have purchased UNIQLO products at least once. Data collection was conducted by distributing a questionnaire via Google Forms, and the data was analyzed using multiple linear regression with the aid of IBM SPSS Statistics 25. The results of the study indicate that all independent variables collectively influence brand equity, greenwashing has a significant negative effect on brand equity, while green perceived value, perceived quality, brand awareness, and co-branding have a significant positive effect on brand equity. Meanwhile, green marketing does not have a significant effect on brand equity.

Keywords: greenwashing, green perceived value, green marketing, perceived quality, brand awareness, co-branding, brand equity.