

ABSTRAK

**PENGARUH SOCIAL MEDIA MARKETING, GREEN PRODUCT, DAN CORPORATE
SOCIAL RESPONSIBILITY TERHADAP MINAT BELI DENGAN BRAND IMAGE
SEBAGAI MEDIASI**

Studi pada UMKM Delova Wardrobe di Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan mengetahui pengaruh *social media marketing*, *green product*, dan *corporate social responsibility* terhadap minat beli konsumen potensial dengan *brand image* sebagai mediasi pada UMKM Delova Wardrobe di Daerah Istimewa Yogyakarta. Penelitian menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner daring. Sampel sebanyak 213 responden, yaitu konsumen potensial pengikut media sosial Delova Wardrobe yang tertarik pada produk busana mengusung isu keberlanjutan lingkungan atau inisiatif tanggung jawab sosial, diambil menggunakan *purposive sampling*. Data dianalisis dengan PLS-SEM menggunakan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *social media marketing* tidak berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe; (2) *green product* tidak berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe; (3) *corporate social responsibility* tidak berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe; (4) *social media marketing* berpengaruh terhadap *brand image* pada konsumen potensial Delova Wardrobe; (5) *green product* berpengaruh terhadap *brand image* pada konsumen potensial Delova Wardrobe; (6) *corporate social responsibility* berpengaruh terhadap *brand image* pada konsumen potensial Delova Wardrobe; (7) *brand image* berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe; (8) *social media marketing* berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe dengan dimediasi oleh *brand image*; (9) *green product* berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe dengan dimediasi oleh *brand image*; (10) *corporate social responsibility* tidak berpengaruh terhadap minat beli pada konsumen potensial Delova Wardrobe dengan dimediasi oleh *brand image*.

Kata kunci: pemasaran media sosial, produk ramah lingkungan, tanggung jawab sosial perusahaan, citra merek, minat beli.

ABSTRACT

**THE EFFECT OF SOCIAL MEDIA MARKETING, GREEN PRODUCT, AND
CORPORATE SOCIAL RESPONSIBILITY ON PURCHASE INTENTION WITH
BRAND IMAGE AS A MEDIATION**

Study of Delova Wardrobe MSMEs in the Special Region of Yogyakarta

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This study aims to determine the effect of social media marketing, green product, and corporate social responsibility on purchase intention of potential consumers, with brand image as a mediating variable at Delova Wardrobe MSME in the Special Region of Yogyakarta. This study employed a quantitative approach with data collected through an online questionnaire. The sample consisted of 213 respondents, namely potential consumers who follow Delova Wardrobe's social media and are interested in fashion products that promote environmental sustainability issues or social responsibility initiatives, selected using purposive sampling. The data were analyzed using PLS-SEM with SmartPLS 4 software. The results showed that: (1) social media marketing has no effect on purchase intention among potential consumers of Delova Wardrobe; (2) green product has no effect on purchase intention among potential consumers of Delova Wardrobe; (3) corporate social responsibility has no effect on purchase intention among potential consumers of Delova Wardrobe; (4) social media marketing affects brand image among potential consumers of Delova Wardrobe; (5) green product affects brand image among potential consumers of Delova Wardrobe; (6) corporate social responsibility affects brand image among potential consumers of Delova Wardrobe; (7) brand image affects purchase intention among potential consumers of Delova Wardrobe; (8) social media marketing affects purchase intention through brand image as a mediating variable among potential consumers of Delova Wardrobe; (9) green product affects purchase intention through brand image as a mediating variable among potential consumers of Delova Wardrobe; and (10) corporate social responsibility has no effect on purchase intention through brand image as a mediating variable among potential consumers of Delova Wardrobe.

Keywords: social media marketing, green products, corporate social responsibility, brand image, purchase intention.