

ABSTRAK

**PENGARUH GREEN BRAND IMAGE, GREEN KNOWLEDGE, DAN
BRAND AUTHENTICITY TERHADAP PURCHASE INTENTION PADA
PRODUK SOMETHINC**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green brand image*, *green knowledge*, dan *brand authenticity* secara simultan terhadap *purchase intention* pada produk Somethinc, 2) pengaruh secara parsial *green brand image* terhadap *purchase intention*, 3) pengaruh secara parsial *green knowledge* terhadap *purchase intention*, 4) pengaruh secara parsial *brand authenticity* terhadap *purchase intention*, dan 5) perbedaan *purchase intention* berdasarkan *gender*. Populasi dalam penelitian ini adalah konsumen produk Somethinc di Indonesia. Teknik pengambilan sampel menggunakan metode *nonprobability sampling* dengan pendekatan *purposive sampling*, dan diperoleh sebanyak 150 responden terdiri dari 90 Perempuan dan 60 Laki-laki melalui penyebaran kuesioner secara daring. Penelitian ini telah memenuhi uji asumsi klasik yang meliputi uji normalitas, linearitas, multikolinearitas, dan heteroskedastisitas. Teknik analisis data menggunakan analisis regresi linear berganda dengan bantuan perangkat lunak SPSS 26. Instrumen penelitian telah diuji dan dinyatakan valid serta reliabel. Hasil penelitian menunjukkan bahwa: 1) *green brand image*, *green knowledge*, dan *brand authenticity* secara simultan berpengaruh signifikan terhadap *purchase intention*, 2) *green brand image* berpengaruh secara signifikan terhadap *purchase intention*, 3) *green knowledge* berpengaruh secara signifikan terhadap *purchase intention*, 4) *brand authenticity* tidak berpengaruh terhadap *purchase intention*, dan 5) Tidak ada perbedaan *purchase intention* berdasarkan *gender*.

Kata Kunci: *Green Brand Image, Green Knowledge, Brand Authenticity, Purchase Intention*.

ABSTRACT

**THE INFLUENCE OF GREEN BRAND IMAGE, GREEN KNOWLEDGE,
AND BRAND AUTHENTICITY ON PURCHASE INTENTION OF
SOMETHINC PRODUCTS**

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This study aims to determine: 1) the simultaneous effect of green brand image, green knowledge, and brand authenticity on purchase intention of Somethinc products, 2) the partial effect of green brand image on purchase intention, 3) the direct effect of green knowledge on purchase intention, 4) the partial effect of brand authenticity on purchase intention, and 5) the difference in purchase intention based on gender. The population in this study consisted of consumers of Somethinc products in Indonesia. The sampling technique used was nonprobability sampling with a purposive sampling approach. A total of 150 respondents, consisting of 90 females and 60 males, were obtained through the distribution of online questionnaires. This study fulfilled the classical assumption tests, including normality, linearity, multicollinearity, and heteroscedasticity tests. The data analysis technique used was multiple linear regression analysis with the assistance of SPSS 26 software. The results of this study indicate that: 1) green brand image, green knowledge, and brand authenticity simultaneously have significant effect on purchase intention, 2) green brand image has significant effect on purchase intention, 3) green knowledge has significant effect on purchase intention, 4) brand authenticity has no effect on purchase intention, and 5) there is no difference in purchase intention based on gender.

Keywords: Green Brand Image, Green Knowledge, Brand Authenticity, Purchase Intention.