

## ABSTRAK

### **PENGARUH ENVIRONMENTAL KNOWLEDGE, EXPERIENTIAL GREEN MARKETING, DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DIMEDIASI GREEN PURCHASE INTENTION**

(Studi Pada Bulkstore Vert Terre di Yogyakarta)

Kirana Pramudhita Hapsari  
Prodi Manajemen Fakultas Bisnis dan Ekonomi  
Universitas Sanata Dharma  
Yogyakarta  
2026

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *environmental knowledge*, *experiential green marketing*, dan *brand image* terhadap *green purchase intention*; (2) Pengaruh ketiga variabel tersebut terhadap keputusan pembelian; (3) Pengaruh ketiga variabel tersebut terhadap keputusan pembelian dengan *green purchase intention* sebagai variabel mediasi; (4) Pengaruh *green purchase intention* terhadap keputusan pembelian. Populasi dalam penelitian ini adalah seluruh konsumen *bulkstore* Vert Terre Yogyakarta. Sampel penelitian telah dikumpulkan sebanyak 96 responden dan dipilih menggunakan teknik *purposive sampling* dengan kriteria telah mengetahui, pernah berbelanja minimal satu kali, dan menggunakan produk dari Vert Terre, berusia 18–45 tahun, serta berdomisili di Daerah Istimewa Yogyakarta. Analisis data menggunakan *Partial Least Square* dengan aplikasi SmartPLS. Hasil dari penelitian ini menunjukkan : (1) *environmental knowledge*, *experiential green marketing*, dan *brand image* masing-masing berpengaruh positif terhadap *green purchase intention*; (2) *environmental knowledge* dan *experiential green marketing* masing-masing secara langsung tidak berpengaruh positif terhadap keputusan pembelian, sedangkan *brand image* secara langsung berpengaruh positif terhadap keputusan pembelian (3) *green purchase intention* terbukti memediasi secara penuh pengaruh *environmental knowledge* dan *experiential green marketing*, serta *green purchase intention* memediasi secara parsial pengaruh *brand image* terhadap keputusan pembelian (4) *green purchase intention* berpengaruh positif terhadap keputusan pembelian.

Kata kunci: *Environmental Knowledge*, *Experiential Green Marketing*, *Brand Image*, *Green Purchase Intention*, Keputusan Pembelian, *Bulkstore*

## ABSTRACT

### **THE EFFECT OF ENVIRONMENTAL KNOWLEDGE, EXPERIENTIAL GREEN MARKETING, AND BRAND IMAGE ON PURCHASE DECISIONS MEDIATED BY GREEN PURCHASE INTENTION** (A Study on Vert Terre Bulkstore in Yogyakarta)

Kirana Pramudhita Hapsari  
Management Study Program, Faculty of Business and Economics  
Sanata Dharma University  
Yogyakarta  
2026

This study aims to examine: (1) the effect of environmental knowledge, experiential green marketing, and brand image on green purchase intention; (2) the effect of these three variables on purchase decisions; (3) the effect of these three variables on purchase decisions with green purchase intention as a mediating variable; and (4) the effect of green purchase intention on purchase decisions. The population of this study is all consumers of Vert Terre bulkstore Yogyakarta. A total of 96 respondents were selected using purposive sampling technique with the criteria of being aware of, having made at least one purchase at, and using products from Vert Terre, aged 18–45 years, and residing in the Special Region of Yogyakarta. Data analysis was conducted using Partial Least Square with SmartPLS software. The results of this study indicate that: (1) environmental knowledge, experiential green marketing, and brand image each have a positive effect on green purchase intention; (2) environmental knowledge and experiential green marketing each do not have a direct positive effect on purchase decisions, whereas brand image has a direct positive effect on purchase decisions; (3) green purchase intention is proven to fully mediate the effect of environmental knowledge and experiential green marketing on purchase decisions, while green purchase intention partially mediates the effect of brand image on purchase decisions; (4) green purchase intention has a positive effect on purchase decisions.

**Keywords:** Environmental Knowledge, Experiential Green Marketing, Brand Image, Green Purchase Intention, Purchase Decision, Bulkstore