


# **PENGARUH *GREENWASHING*, *GREEN TRUST*, DAN *GREEN PRODUCT KNOWLEDGE* TERHADAP *PURCHASE INTENTION* PADA GENERASI Z**

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *greenwashing*, *green trust*, dan *green product knowledge* terhadap *purchase intention* pada Gen Z. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner secara *online* yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 100 sampel. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis menggunakan uji t, uji F, serta uji koefisien determinasi dengan bantuan program IBM SPSS Statistic 25. Hasil analisis data menunjukkan bahwa *greenwashing* berpengaruh positif dan signifikan terhadap *purchase intention*, *green trust* berpengaruh positif dan signifikan terhadap *purchase intention*, *green product knowledge* berpengaruh positif dan signifikan terhadap *purchase intention*, serta *greenwashing*, *green trust*, dan *green product knowledge* secara simultan berpengaruh positif dan signifikan terhadap *purchase intention*.

**Kata Kunci:** *Greenwashing*, *Green Trust*, *Green Product Knowledge*, dan *Purchase Intention*

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**THE INFLUENCE OF GREENWASHING, GREEN TRUST, AND GREEN  
PRODUCT KNOWLEDGE ON PURCHASE INTENTION FOR  
GENERATION Z**

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***Abstract***

*This study aims to analyse the influence of greenwashing, green trust, and green product knowledge on purchase intention among Gen Z. The research used primary data collected through online questionnaires that have been tested for validity and reliability. The sampling technique employed in this study was purposive sampling, and the sample size used consisted of 100 samples. The data analysis methods used in this research included classical assumption tests, multiple linear regression analysis, and hypothesis testing using t-tests, F-tests, and the coefficient of determination test with the assistance of IBM SPSS Statistics 25. The results of the data analysis indicate that greenwashing has a positive and significant effect on purchase intention, green trust has a positive and significant effect on purchase intention, green product knowledge has a positive and significant effect on purchase intention, and simultaneously, greenwashing, green trust, and green product knowledge have a positive and significant effect on purchase intention.*

***Keywords:*** *Greenwashing, Green Trust, Green Product Knowledge, and Purchase Intention*