


**PENGARUH *CUSTOMER PERCEPTION* DAN *GREEN MARKETING*
TERHADAP *PURCHASE DECISION* MINUMAN TRADISIONAL PADA
GEN Z DI WILAYAH SLEMAN DENGAN *BRAND IMAGE* SEBAGAI
VARIABEL INTERVENING**

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *customer perception* dan *green marketing* terhadap *purchase decision* minuman tradisional di kalangan Gen Z di wilayah Sleman dengan *brand image* sebagai variabel intervening. Penelitian dilakukan dengan pendekatan kuantitatif dengan kuesioner sebagai metode pengambilan data primer. dengan sampel 100 responden berusia 18-27 tahun berada di wilayah Kabupaten Sleman serta menggunakan teknik *purposive sampling*. Metode analisis menggunakan SEM PLS dengan *software* Smart PLS 4. Hasil menunjukan bahwa *customer perception* berpengaruh positif dan signifikan terhadap *brand image*, *green marketing* berpengaruh positif dan signifikan terhadap *brand image*, *customer perception* berpengaruh positif dan signifikan terhadap *purchase decision*, *green marketing* berpengaruh positif dan signifikan terhadap *purchase decision*, *brand image* berpengaruh positif dan signifikan terhadap *purchase decision*, *brand image* mampu memediasi *customer perception* dan *green marketing* terhadap *purchase decision* dengan hasil positif dan signifikan.

Kata Kunci: *Customer Perception, Green Marketing, Brand Image, dan Purchase Decision.*

 26/02'25

***THE INFLUENCE OF CUSTOMER PERCEPTION AND GREEN
MARKETING ON PURCHASE DECISIONS OF TRADITIONAL DRINKS
AMONG GEN Z IN THE SLEMAN AREA WITH BRAND IMAGE AS AN
INTERVENING VARIABLE***

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Abstract

This research aimed to influence customer perception and green marketing on purchase decisions of traditional drinks among Gen Z in the Sleman area, with brand image as an intervening variable. The research used a quantitative questionnaire as the primary data collection method. A sample of 100 respondents aged 18-27 years in the Sleman Regency area was used, and a purposive sampling technique was used. The analysis method used SEM PLS with Smart PLS 4 software. The results showed that customer perception had a positive and significant effect on brand image, green marketing had a positive and significant impact on brand image, customer perception had a positive and significant effect on purchase decisions, green marketing had a positive and significant impact on purchase decisions, brand image had a positive and significant effect on purchase decisions, brand image was able to mediate customer perception and green marketing on purchase decisions with positive and significant results.

Keywords: *Customer Perception, Green Marketing, Brand Image, and Purchase Decision.*

