

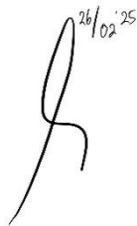
PENGARUH *ENVIRONMENTAL KNOWLEDGE*, *ENVIRONMENTAL CONCERN*, DAN *ENVIRONMENTAL AWARENESS* TERHADAP *GREEN PURCHASE INTENTION* PRODUK RUMAH TANGGA RAMAH LINGKUNGAN MELALUI *ENVIRONMENTAL ATTITUDE* SEBAGAI VARIABEL *INTERVENING* PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

Dewi Puspitasari

Abstrak

Permasalahan lingkungan telah menjadi isu global, mendorong perubahan dalam perilaku konsumsi masyarakat menuju pilihan yang lebih ramah lingkungan. Penelitian ini bertujuan untuk menganalisis pengaruh *environmental knowledge*, *environmental concern*, dan *environmental awareness* terhadap *green purchase intention* produk rumah tangga ramah lingkungan, dengan *environmental attitude* sebagai variabel *intervening* pada Generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode *purposive sampling* dengan jumlah sampel sebanyak 125 responden. Data primer dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan SPSS versi 26, sedangkan pengujian efek mediasi dilakukan menggunakan uji sobel. Hasil penelitian menunjukkan bahwa *environmental knowledge*, *environmental concern*, dan *environmental awareness* berpengaruh positif dan signifikan terhadap *environmental attitude*. Selain itu, *environmental knowledge*, *environmental concern*, dan *environmental awareness* juga berpengaruh positif dan signifikan terhadap *green purchase intention*. Hasil uji sobel membuktikan bahwa *environmental attitude* mampu memediasi pengaruh *environmental knowledge*, *environmental concern*, dan *environmental awareness* terhadap *green purchase intention*. Temuan ini mengindikasikan bahwa peningkatan pengetahuan lingkungan, kepedulian lingkungan, dan kesadaran lingkungan dapat membentuk sikap positif terhadap lingkungan, yang pada akhirnya mendorong niat untuk membeli produk ramah lingkungan.

Kata Kunci: *Environmental Knowledge, Environmental Concern, dan Environmental Awareness, Green Purchase Intention, Generasi Z*

26/02/25


***THE INFLUENCE OF ENVIRONMENTAL KNOWLEDGE,
ENVIRONMENTAL CONCERN, AND ENVIRONMENTAL AWARENESS
ON GREEN PURCHASE INTENTION OF ENVIRONMENTALLY
FRIENDLY HOUSEHOLD PRODUCTS THROUGH ENVIRONMENTAL
ATTITUDE AS AN INTERVENING VARIABLE AMONG GENERATION Z
IN DAERAH ISTIMEWA DAERAH ISTIMEWA YOGYAKARTA***

Dewi Puspitasari

Abstract

This study analyzed the influence of environmental knowledge, concern, and awareness on the intention to purchase environmentally friendly household products, with environmental attitude serving as an intervening variable among Generation Z in Daerah Istimewa Yogyakarta. A purposive sampling method was employed, involving 125 respondents. Primary data were collected through a questionnaire tested for validity and reliability. Data analysis was conducted using SPSS version 26, and the mediation effect was examined using the Sobel test. The results indicated that environmental knowledge, concern, and awareness positively and significantly affected green purchase intention. In addition, these variables positively and significantly influenced green purchase intention. The Sobel test confirmed that environmental attitude successfully mediated the relationship between environmental knowledge, concern, awareness and green purchase intention. These findings suggest that increasing environmental knowledge, concern, and understanding can foster positive environmental attitudes, ultimately promoting green purchase intention.

Keywords: *Environmental Knowledge, Environmental Concern, Environmental Awareness, Environmental Attitude, Green Purchase Intention, Generation Z*