

**PENGARUH *GREEN PACKAGING* DAN *GREEN PRICE* TERHADAP
PURCHASE DECISION PRODUK *SKINCARE* RAMAH LINGKUNGAN DI
DAERAH ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green packaging* dan *green price* terhadap *purchase decision* produk *skincare* ramah lingkungan di Daerah Istimewa Yogyakarta. Sampel dalam penelitian ini adalah masyarakat Daerah Istimewa Yogyakarta yang memiliki pengalaman menggunakan produk *skincare* ramah lingkungan dan yang memiliki minat terhadap isu-isu lingkungan sehingga akan membeli produk *skincare* ramah lingkungan. Teknik yang digunakan dalam pengambilan sampel adalah *purposive sampling* dengan jumlah 100 responden. Data primer dalam penelitian ini berupa persepsi masyarakat Daerah Istimewa Yogyakarta terkait *green packaging* dan *green price* terhadap *purchase decision* produk *skincare* ramah lingkungan, melalui kuesioner. Pengujian yang dilakukan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik, analisis regresi linear berganda, koefisien determinasi dan uji hipotesis (uji F dan uji t). Variabel independen dalam penelitian ini adalah *green packaging* dan *green price*. Variabel dependen dalam penelitian ini adalah *purchase decision*. Hasil dari penelitian ini menunjukkan bahwa, *green packaging* berpengaruh terhadap *purchase decision*, *green price* berpengaruh terhadap *purchase decision*, *green packaging* dan *green price* secara simultan berpengaruh terhadap *purchase decision*.

Kata Kunci: *Green Packaging, Green Price, Purchase Decision.*



**THE INFLUENCE OF GREEN PACKAGING AND GREEN PRICE ON
PURCHASE DECISION OF ENVIRONMENTALLY FRIENDLY SKINCARE
PRODUCTS IN THE DAERAH ISTIMEWA YOGYAKARTA**

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Abstract

This study aimed to analyze the influence of green packaging and green pricing on the purchase decisions of environmentally friendly skincare products in Daerah Istimewa Yogyakarta. The sample consisted of individuals residing in this region who had experience using eco-friendly skincare products and demonstrated an interest in environmental issues, making them likely to purchase such products. The sampling technique employed was purposive sampling, with a total of 100 respondents. Primary data were collected through questionnaires designed to assess public perceptions of green packaging and green price concerning purchase decisions for environmentally friendly skincare products. The analyses conducted in this study included descriptive analysis, instrument testing (validity and reliability tests), classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing (F-test and t-test). The independent variables in this study were green packaging and green price, while the dependent variable was the purchase decision. The results revealed that both green packaging and green price significantly influenced purchase decisions, and when considered together, they had a joint influence on consumers' purchasing choices.

Keywords: *Green Packaging, Green Price, Purchase Decision.*