

***PENGARUH GREEN ADVERTISEMENT, GREEN AWARENESS,
GREEN INNOVATION, DAN PERCEIVED PRICE TERHADAP GREEN
PURCHASE INTENTION PADA GENERASI Z DI WILAYAH DAERAH
ISTIMEWA YOGYAKARTA***

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green advertisement*, *green awareness*, *green innovation*, dan *perceived price* terhadap *green purchase intention* pada generasi z di wilayah Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dan metode yang digunakan dalam pengambilan sampel adalah rumus *Cochran* sejumlah 100 responden. Teknik pengumpulan data melalui kuesioner yang telah diuji validitas dan reliabilitasnya, kuesioner disebarakan secara *online* kepada kalangan generasi z yang berdomisili di Yogyakarta. Teknik analisis data yang digunakan meliputi uji asumsi klasik, uji hipotesis, dan regresi linier berganda. Hasil analisis data menunjukkan bahwa secara bersama-sama (simultan) faktor *green advertisement*, *green awareness*, *green innovatioin*, dan *perceived price* berpengaruh positif terhadap *green purchase intention*. Namun, secara parsial hanya *green awareness*, *green innovation*, dan *perceived price* yang berpengaruh positif signifikan terhadap *green purchase intention*. Sementara itu, *green advertisement* tidak menunjukkan pengaruh yang signifikan secara parsial terhadap *green purchase intention*.

Kata Kunci: *Green Advertisement, Green Awareness, Green Innovation, Perceived Price, Green Purchase Intention*



***THE INFLUENCE OF GREEN ADVERTISEMENT, GREEN AWARENESS,
GREEN INNOVATION, AND PERCEIVED PRICE ON GREEN PURCHASE
INTENTION AMONG GENERATION Z IN THE SPECIAL REGION OF
YOGYAKARTA***

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Abstract

This study aims to analyse the influence of green advertisement, green awareness, green innovation, and perceived price on green purchase intention among Generation Z in the Special Region of Yogyakarta. The research adopts a quantitative approach, and the sampling method used is Cochran's formula with a total of 100 respondents. Data collection was conducted using a questionnaire that had been validated and tested for reliability. The questionnaire was distributed online to Generation Z individuals residing in Yogyakarta. The data analysis techniques employed included classical assumption tests, hypothesis testing, and multiple linear regression. The results indicate that, simultaneously, green advertising, green awareness, green innovation, and perceived price positively influence green purchase intention. However, when analyzed individually, only green awareness, green innovation, and perceived price demonstrate a significant positive effect on green purchase intention. In contrast, green advertising does not exhibit a significant partial effect on green purchase intention.

Keywords: *Green Advertisement, Green Awareness, Green Innovation, Perceived Price, Green Purchase Intention*