

**PENGARUH *GREEN SELF-IDENTITY*, *ENVIRONMENTAL AWARENESS*, DAN *SOCIAL MEDIA MARKETING* TERHADAP *PURCHASE INTENTION* PRODUK *CAPSULE WARDROBE* PADA KALANGAN GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA**

**Dramaya Deva Yanti**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Self-Identity*, *Environmental Awareness*, dan *Social Media Marketing* terhadap *Purchase Intention* pada produk *capsule wardrobe*. Metode yang digunakan adalah kuantitatif dengan teknik pengambilan sampel menggunakan *purposive sampling* yaitu teknik pengambilan sampel dengan memperhatikan kriteria responden. Data diperoleh dari 102 responden melalui kuesioner yang disebarakan secara daring. Hasil uji asumsi klasik menunjukkan bahwa data memenuhi syarat normalitas, antara variabel bebas dan variabel terikat linear, tidak terjadi multikolinearitas, dan bebas heteroskedastisitas. Hasil analisis regresi menunjukkan bahwa secara simultan ketiga variabel independen berpengaruh signifikan terhadap *purchase intention* dengan nilai *Adjusted R<sup>2</sup>* sebesar 0,433. Secara parsial, *social media marketing* berpengaruh signifikan terhadap *purchase intention*, sedangkan variabel *green self-identity* dan variabel *environmental awareness* tidak menunjukkan pengaruh yang signifikan. Temuan ini mengindikasikan bahwa meskipun individu memiliki identitas hijau yang dan kesadaran lingkungan yang tinggi, hal tersebut belum tentu mendorong niat beli terhadap produk *capsule wardrobe*. Penelitian ini menyarankan agar pelaku usaha lebih transparan dalam mengkomunikasikan nilai keberlanjutan produk. Penelitian ini memiliki keterbatasan pada jumlah variabel dan cakupan sampel yang terbatas, sehingga diperlukan studi lanjutan dengan cakupan yang lebih luas dan pendekatan yang lebih mendalam.

**Kata Kunci:** *Green Self-Identity*, *Environmental Awareness*, *Social Media Marketing*, *Purchase Intention*, *Capsule Wardrobe*

2021/12  


**THE INFLUENCE OF GREEN SELF-IDENTITY, ENVIRONMENTAL  
AWARENESS, AND SOCIAL MEDIA MARKETING ON PURCHASE INTENTION  
OF CAPSULE WARDROBE PRODUCTS  
AMONG GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA**

***Dramaya Deva Yanti***

***Abstract***

*This study aims to analyze the influence of green self-identity, environmental awareness, and social media marketing on purchase intention for capsule wardrobe products. The research employed a quantitative approach using purposive sampling, in which respondents were selected based on specific criteria. Data were collected from 102 respondents through an online questionnaire. The results of the classical assumption tests indicate that the data met the requirements for normality and linearity between independent and dependent variables, and there was no evidence of multicollinearity or heteroscedasticity. The regression analysis revealed that the three independent variables simultaneously had a significant influence on purchase intention, with an Adjusted R<sup>2</sup> value of 0.433. Partially, social media marketing has a positive and significant effect on purchase intention, while green self-identity and environmental awareness do not demonstrate significant effects. These findings suggest that, although individuals may possess a strong green identity and heightened environmental awareness, these factors do not necessarily influence their purchase intention for capsule wardrobe products. The study recommends that businesses enhance transparency in communicating the sustainability values of their products. This research is limited by the number of variables and the scope of the sample, highlighting the need for further studies with broader coverage and a more comprehensive approach.*

***Keywords:*** *Green Self-Identity, Environmental Awareness, Social Media Marketing, Purchase Intention, Capsule Wardrobe*