

PENGARUH *ENVIRONMENTAL CONCERN*, *ENVIROMENTAL KNOWLEDGE*, *ATTITUDE TOWARD GREEN BRAND*, DAN *GREEN BRAND KNOWLEDGE* TERHADAP *GREEN PURCHASE INTENTION* PRODUK *SUSTAINABLE DAILY ESSENTIALS* PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini dilakukan untuk mengetahui apakah *environmental concern*, *environmental knowledge*, *attitude toward green brand*, dan *green brand knowledge* berpengaruh terhadap *green purchase intention* produk *sustainable daily essentials* pada generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini berfokus pada kategori produk *sustainable daily essentials* berupa alat makan berkelanjutan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Sumber data dalam penelitian ini yaitu data primer, yang diperoleh dengan cara penyebaran kuesioner. Pengambilan sampel sejumlah 130 responden yang ditentukan dengan *non probability sampling*. Populasi pada penelitian ini yaitu generasi Z yang bertempat tinggal atau berdomisili di Daerah Istimewa Yogyakarta, serta memiliki niat pembelian ramah lingkungan pada alat makan berkelanjutan. Metode analisis data menggunakan program *SPSS* versi 30. Hasil penelitian menunjukkan bahwa *environmental concern* berpengaruh positif dan signifikan terhadap *green purchase intention*. *Environmental knowledge* berpengaruh secara positif dan signifikan terhadap *green purchase intention*. *Attitude toward green brand* berpengaruh positif namun tidak signifikan terhadap *green purchase intention*. *Green brand knowledge* berpengaruh positif dan signifikan terhadap *green purchase intention*. Hasil secara keseluruhan *environmental concern*, *environmental knowledge*, *attitude toward green brand*, dan *green brand knowledge* secara bersama-sama berpengaruh signifikan terhadap *green purchase intention*.

Kata Kunci: *Environmental Concern, Environmental Knowledge, Attitude of Toward Green Brand, Green Brand Knowledge, Green Purchase Intention*



THE INFLUENCE OF ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE, ATTITUDE TOWARD GREEN BRAND, AND GREEN BRAND KNOWLEDGE ON GREEN PURCHASE INTENTION OF SUSTAINABLE DAILY ESSENTIALS PRODUCTS AMONG GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract

This study aimed to examine whether environmental concern, environmental knowledge, attitude toward green brands, and green brand knowledge influence the green purchase intention of sustainable daily essential products among Generation Z in the Special Region of Yogyakarta. The research focused specifically on sustainable eating utensils within the category of sustainable daily essentials. A quantitative approach was employed in this study, with primary data collected through the distribution of questionnaires. A total of 130 respondents were selected using a non-probability sampling method. The study population consisted of Generation Z individuals residing in the Special Region of Yogyakarta who expressed an intention to purchase environmentally friendly, sustainable eating utensils. Data analysis was conducted using SPSS version 30. The results indicate that environmental concern has a positive and significant effect on green purchase intention. Similarly, environmental knowledge has a positive and significant influence on green purchase intention. Although attitude toward green brands shows a positive influence, it is not statistically significant. Green brand knowledge, on the other hand, has a positive and significant effect on green purchase intention. Overall, environmental concern, environmental knowledge, attitude toward green brands, and green brand knowledge collectively have a significant influence on the green purchase intention.

Keywords: *Environmental Concern, Environmental Knowledge, Attitude Toward Green Brand, Green Brand Knowledge, Green Purchase Intention*