

**PENGARUH *GREEN AWARENESS* DAN *GREEN KNOWLEDGE*
TERHADAP *PURCHASE INTENTION GREEN PRODUCT FASHION*
PADA GENERASI Z DI WILAYAH DAERAH ISTIMEWA
YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *green awareness* dan *green knowledge* terhadap *purchase intention green product fashion* pada Generasi Z di Daerah Istimewa Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner *online* dengan *google form* kepada 105 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan uji validitas, reliabilitas, serta regresi linear berganda menggunakan SPSS. Hasil uji validitas menunjukkan bahwa seluruh item kuesioner memiliki nilai *r* hitung lebih besar dari *r* tabel ($r \text{ tabel} = 0,1918$, $n = 105$, $df = 103$, signifikansi 10%), sehingga instrumen dinyatakan valid. Uji reliabilitas juga menunjukkan nilai *composite reliability* di atas 0,7 untuk seluruh variabel, menandakan konsistensi internal yang baik. Hasil analisis regresi menunjukkan bahwa *green awareness* berpengaruh positif dan signifikan terhadap *purchase intention* dengan nilai *t* hitung sebesar 4,375, sedangkan *green knowledge* juga berpengaruh positif dan signifikan terhadap *purchase intention* dengan nilai *t* hitung sebesar 7,166 (kedua nilai *t* hitung $> t \text{ tabel } 1,983$; signifikansi $< 0,05$). Secara simultan, kedua variabel *green awareness* dan *green knowledge* berpengaruh signifikan terhadap *purchase intention*. Temuan ini menegaskan bahwa semakin tinggi kesadaran dan pengetahuan lingkungan yang dimiliki Generasi Z, semakin besar pula niat mereka untuk membeli produk *fashion* ramah lingkungan. Penelitian ini diharapkan dapat menjadi referensi bagi pengembangan strategi pemasaran berkelanjutan dan penelitian selanjutnya di bidang green marketing.

Kata Kunci: *Green Awareness, Green Knowledge, Purchase Intention.*

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**THE INFLUENCE OF GREEN AWARENESS AND GREEN KNOWLEDGE
ON PURCHASE INTENTION OF GREEN PRODUCT FASHION ON
GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA**

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Abstract

This study aims to identify the influence of green awareness and green knowledge on the purchase intention of green fashion products among Generation Z in the Special Region of Yogyakarta. The research method used is quantitative with data collection through an online questionnaire with Google Form to 105 respondents selected using a purposive sampling technique. Data analysis was carried out by testing validity, reliability, and multiple linear regression using SPSS. The results of the validity test showed that all questionnaire items had a calculated r value greater than r table (r table = 0.1918, $n = 105$, $df = 103$, significance 10%), so the instrument was declared valid. The reliability test also showed a composite reliability value above 0.7 for all variables, indicating good internal consistency. The results of the regression analysis showed that green awareness had a positive and significant effect on purchase intention with a calculated t value of 4.375, while green knowledge also had a positive and significant effect on purchase intention with a calculated t value of 7.166 (both calculated t values $>$ t table 1.983; significance < 0.05). Simultaneously, both green awareness and green knowledge significantly influenced purchase intention. This finding confirms that the higher the environmental awareness and knowledge of Generation Z, the greater their intention to purchase eco-friendly fashion products. This research is expected to serve as a reference for the development of sustainable marketing strategies and further research in the field of green marketing.

Keywords: *Green Awareness, Green Knowledge, Purchase Intention.*