

**PENGARUH *GREEN MARKETING*, *GREEN BRAND IMAGE*, DAN  
*GREEN AWARENESS* TERHADAP *GREEN PURCHASE DECISION*  
*SUSTAINABLE FASHION* PADA GENERASI Z DAERAH ISTIMEWA  
YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *Green Marketing*, *Green Brand Image*, dan *Green Awareness* terhadap *Green Purchase Decision*. Populasi dalam Penelitian ini adalah seluruh Gen Z yang berdomisili di Daerah Istimewa Yogyakarta dan pernah membeli atau mempertimbangkan membeli produk fashion ramah lingkungan. Sampel berjumlah 153 responden. Teknik pengumpulan sampel menggunakan *Purposive Sampling*. Data dikumpulkan menggunakan kuesioner berupa *Google Form*. Metode Penelitian kuantitatif dengan analisis regresi linier berganda. Data diolah menggunakan IBM SPSS 25. Hasil Penelitian menunjukkan terdapat pengaruh *Green Marketing*, *Green Brand Image*, dan *Green Awareness* secara positif dan signifikan terhadap *Green Purchase Decision* baik secara simultan maupun parsial.

**Kata Kunci:** *Green Marketing*, *Green Brand Image*, *Green Awareness*, dan *Green Purchase Decision*



***THE INFLUENCE OF GREEN MARKETING, GREEN BRAND IMAGE,  
AND GREEN AWARENESS ON GREEN PURCHASE DECISION OF  
SUSTAINABLE FASHION AMONG GENERATION Z IN THE SPECIAL  
REGION OF YOGYAKARTA***

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***Abstract***

*This study aims to examine the influence of Green Marketing, Green Brand Image, and Green Awareness on Green Purchase Decision. The population in this research consists of Generation Z individuals residing in the Special Region of Yogyakarta who have purchased or considered purchasing environmentally friendly fashion products. The sample consisted of 153 respondents selected through Purposive Sampling. Data were collected using a questionnaire distributed via Google Forms. This research employed a quantitative method with multiple linear regression analysis. The data were processed using IBM SPSS 25. The results indicated that Green Marketing, Green Brand Image, and Green Awareness have a positive and significant influence on Green Purchase Decision, both simultaneously and partially.*

***Keywords:*** *Green Marketing, Green Brand Image, Green Awareness, and Green Purchase Decision*