

**PENGARUH *GREEN PERCEIVED RISK*, *GREEN PACKAGING* DAN  
*PERCEIVED PRICE* TERHADAP *GREEN PURCHASE INTENTION*  
PRODUK *SKINCARE* ORGANIK LOKAL PADA GENERASI Z DI  
DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Perceived Risk*, *Green Packaging*, dan *Perceived Price* terhadap *Green Purchase Intention* produk *skincare* organik lokal di kalangan Generasi Z di Daerah Istimewa Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 96 responden yang telah dipilih melalui teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan perangkat lunak IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *Green Perceived Risk* berpengaruh negatif dan signifikan terhadap *Green Purchase Intention*, *Green Packaging* berpengaruh positif dan signifikan terhadap *Green Purchase Intention*, serta *Perceived Price* berpengaruh positif dan signifikan terhadap *Green Purchase Intention*. Secara simultan, ketiga variabel independen tersebut berpengaruh positif dan signifikan terhadap *Green Purchase Intention*. Temuan ini memberikan implikasi penting bagi pelaku industri *skincare* organik lokal untuk mempertimbangkan strategi persepsi harga dan kemasan yang ramah lingkungan, serta meminimalisasi risiko yang dirasakan oleh konsumen guna meningkatkan intensi pembelian hijau.

**Kata Kunci:** *Green Perceived Risk*, *Green Packaging*, *Perceived Price*, *Green Purchase Intention*, *Skincare Organik*, *Generasi Z*.

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**THE INFLUENCE OF GREEN PERCEIVED RISK, GREEN PACKAGING  
AND PERCEIVED PRICE ON GREEN PURCHASE INTENTION OF  
LOCAL ORGANIC SKINCARE PRODUCTS FOR GENERATION Z IN  
YOGYAKARTA SPECIAL REGION**

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***Abstract***

*This study aims to analyze the effect of Green Perceived Risk, Green Packaging, and Perceived Price on Green Purchase Intention of local organic skincare products among Generation Z in the Special Region of Yogyakarta. The research method used is quantitative. Data were collected by distributing questionnaires to 96 respondents who were selected through a purposive sampling technique. Data analysis was conducted using multiple linear regression with the aid of IBM SPSS software version 25. The results showed that Green Perceived Risk has a negative and significant effect on Green Purchase Intention, while Green Packaging has a positive and significant effect on Green Purchase Intention. Additionally, Perceived Price has a positive and significant effect on Green Purchase Intention. Simultaneously, the three independent variables have a positive and significant effect on Green Purchase Intention. These findings provide important implications for local organic skincare industry players to consider strategies for perceived price and environmentally friendly packaging, as well as minimizing the risks perceived by consumers in order to increase green purchase intentions.*

***Keywords:*** *Green Perceived Risk, Green Packaging, Perceived Price, Green Purchase Intention, Organic Skincare, Generation Z.*