

**PENGARUH *GREEN ADVERTISING*, *GREEN BRAND IMAGE*, DAN
ENVIRONMENTAL KNOWLEDGE TERHADAP *GREEN PURCHASE
INTENTION* PRODUK *SUSTAINABLE FASHION* PADA GENERASI Z DI
DAERAH ISTIMEWA YOGYAKARTA**

Riannanda Rizqina Amelia

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *green advertising*, *green brand image*, dan *environmental knowledge* terhadap *green purchase intention* produk *sustainable fashion* pada Generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode penelitian kuantitatif menggunakan kuesioner dengan skala likert 1-5. Populasi dalam penelitian ini adalah Generasi Z di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *non probability sampling* yaitu dengan *Teknik purposive sampling*. Sampel yang diambil dalam penelitian ini sebanyak 100 responden. Teknik analisis data menggunakan uji instrument, uji asumsi klasik, uji ketepatan model, uji regresi linear berganda dan uji hipotesis dengan bantuan aplikasi SPSS versi 22. Hasil penelitian ini menunjukkan bahwa *green advertising* berpengaruh positif dan signifikan terhadap *green purchase intention* produk *sustainable fashion* berupa pakaian ramah lingkungan, selanjutnya *green brand image* berpengaruh positif dan signifikan terhadap *green purchase intention* produk *sustainable fashion* berupa pakaian ramah lingkungan, *environmental knowledge* berpengaruh positif dan signifikan terhadap *green purchase intention* produk *sustainable fashion* berupa pakaian ramah lingkungan dan *green advertising*, *green brand image* dan *environmental knowledge* secara bersama-sama berpengaruh positif dan signifikan terhadap *green purchase intention* produk *sustainable fashion* berupa pakaian ramah lingkungan.

Kata Kunci : *Green Advertising, Green Brand Image, Environmental Knowledge, Green Purchase Intention, Sustainable Fashion.*



**THE INFLUENCE OF GREEN ADVERTISING, GREEN BRAND IMAGE,
AND ENVIRONMENTAL KNOWLEDGE ON GREEN PURCHASE
INTENTION OF SUSTAINABLE FASHION PRODUCTS AMONG
GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA**

Riannanda Rizqina Amelia

Abstract

This study aims to investigate the impact of green advertising, green brand image, and environmental knowledge on the green purchase intention for sustainable fashion products among Generation Z in the Special Region of Yogyakarta. The research employs a quantitative method, utilizing a questionnaire with a Likert scale ranging from 1 to 5. The population for this study consists of Generation Z individuals in the Special Region of Yogyakarta. The sampling technique used is non-probability sampling, specifically purposive sampling. A total of 100 respondents were selected as the sample. The data analysis techniques employed include instrument testing, classical assumption testing, model accuracy testing, multiple linear regression analysis, and hypothesis testing, all conducted using SPSS version 22. The results of this study indicate that green advertising has a positive and significant influence on the green purchase intention of sustainable fashion products, specifically environmentally friendly clothing. Additionally, both green brand image and environmental knowledge have a positive and significant impact on the green purchase intention of sustainable fashion products, specifically environmentally friendly clothing. Moreover, green advertising, green brand image, and environmental knowledge collectively have a positive and significant impact on green purchase intention for sustainable fashion products, specifically environmentally friendly clothing.

Keywords: *Green Advertising, Green Brand Image, Environmental Knowledge, Green Purchase Intention, Sustainable Fashion.*