

**PENGARUH *GREEN PERCEIVED VALUE*, *GREEN PACKAGING*,
ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP KEPUTUSAN
PEMBELIAN *SKINCARE* ORGANIK PADA GENERASI Z DI DAERAH
ISTIMEWA YOGYAKARTA**

Allivya Nur Fitriani

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Green Perceived Value*, *Green Packaging*, dan *Electronic word of mouth* terhadap Keputusan Pembelian pada *skincare* organik di Daerah Istimewa Yogyakarta. Latar belakang penelitian ini adalah sampah plastik yang menjadi jenis sampah terbanyak kedua di Daerah Istimewa Yogyakarta, kesadaran masyarakat terhadap isu lingkungan yang semakin meningkat membuat mereka beralih ke produk yang ramah lingkungan. Metode penelitian yang digunakan adalah kuantitatif dengan jumlah 96 responden yang memenuhi kriteria tertentu, yaitu responden berdomisili di Daerah Istimewa Yogyakarta yang berusia 17 – 28 tahun. Data dikumpulkan dengan penyebaran kuisioner secara *online* melalui *google form* kemudian diuji dengan SPSS versi 25 meliputi uji instrumen yakni validitas dan reliabilitas. Dan uji asumsi klasik meliputi uji normalitas, multikolinearitas, heteroskedastisitas, dan linearitas. Serta uji hipotesis meliputi uji regresi linear berganda, Uji t, uji f, dan koefisien determinasi.. Berdasarkan hasil penelitian ditemukan bahwa *Green Perceived Value* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttable yakni $2.168 > 1.986$ dan nilai sig $0,033 < 0,05$, *Green Packaging* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttable yakni $2.828 > 1.986$ dan nilai sig $0,006 < 0,05$, *Electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai thitung > ttable yakni $5.106 > 1.986$ dan nilai sig $0,000 < 0,05$, *Green Perceived Value*, *Green Packaging*, dan *Electronic word of mouth* secara simultan atau bersama – sama berpengaruh positif dan signifikan dengan nilai fhitung > ftabel yakni $31.760 > 3.094$ dan nilai signifikan $0,000 < 0,05$.

Kata Kunci: *Green Perceived Value*, *Green Packaging*, *Electronic Word of Mouth*, *Keputusan Pembelian*



THE INFLUENCE OF GREEN PERCEIVED VALUE, GREEN PACKAGING, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON THE PURCHASING DECISIONS OF GENERATION Z REGARDING ORGANIC SKINCARE PRODUCTS IN THE SPECIAL REGION OF YOGYAKARTA

Allivya Nur Fitriani

Abstract

This study aims to analyze the influence of Green Perceived Value, Green Packaging, and Electronic Word of Mouth on purchase decisions for organic skincare products in the Special Region of Yogyakarta. The background of this research highlights the fact that plastic waste is the second most common type of waste in the region. As public awareness of environmental issues increases, more consumers are shifting toward environmentally friendly products. The research uses a quantitative approach, involving 96 respondents who meet specific criteria: individuals aged 17–28 years and residing in the Special Region of Yogyakarta. Data were collected through online questionnaires distributed via Google Forms, and the data were analyzed using SPSS version 25. The analysis included validity and reliability tests for the research instruments, along with classical assumption tests such as normality, multicollinearity, heteroscedasticity, and linearity. Hypothesis testing involved multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that Green Perceived Value has a positive and significant effect on purchase decisions, with a t-value greater than the t-table ($2.168 > 1.98$) and a significance value of $0.033 (< 0.05)$. Green Packaging also has a positive and significant effect on purchase decisions, with a t-value greater than the t-table value ($2.828 > 1.98$) and a significance value of $0.006 < 0.05$. Electronic word of mouth has a positive and significant effect on purchase decisions, with a t-value greater than the t-table ($5.106 > 1.986$) and a significance value of $0.000 (< 0.05)$. Simultaneously, Green Perceived Value, Green Packaging, and Electronic Word of Mouth have a positive and significant effect, with an F-value greater than the F-table ($31.760 > 3.09$) and a significance value of $0.000 < 0.05$.

Keywords: *Green Perceived Value, Green Packaging, Electronic Word of Mouth, Purchase Decision*