

PENGARUH *GREEN BRAND ASSOCIATIONS* DAN *GREEN BRAND KNOWLEDGE* TERHADAP *GREEN PURCHASE INTENTION* DENGAN *GREEN BRAND ATTITUDE* SEBAGAI VARIABEL MODERASI PADA PRODUK KECANTIKAN BERBASIS BIOPLASTIK DI WILAYAH YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *green brand association* dan *green brand knowledge* terhadap *green brand purchase intention* dengan *green brand attitude* sebagai variabel moderasi pada produk kecantikan berbasis bioplastik di wilayah Yogyakarta. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan kuesioner sebagai metode pengambilan data primer dengan sampel 170 responden berusia minimal 18 tahun yang berada di wilayah Yogyakarta serta menggunakan teknik *non probability sampling*. Metode analisis menggunakan SEM PLS dengan menggunakan software Smart PLS 4. Hasil menunjukkan bahwa *green brand association* berpengaruh positif dan signifikan terhadap *green brand purchase intention*, *green brand knowledge* berpengaruh positif dan signifikan terhadap *green brand purchase intention*, *green brand attitude* memoderasi pengaruh *green brand association* terhadap *green brand purchase intention* secara negatif dan signifikan, *green brand attitude* memoderasi pengaruh *green brand knowledge* terhadap *green brand purchase intention* secara negatif dan signifikan. Hal ini menunjukkan *green brand attitude* memiliki efek moderasi negatif yang memperlemah hubungan antara *green brand associations* dan *green brand knowledge* terhadap *green brand purchase intention*.

Kata Kunci: *Green Brand Association, Green Brand Knowledge, Green Brand Purchase Intention, dan Green Brand Attitude.*

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THE EFFECT OF GREEN BRAND ASSOCIATIONS AND GREEN BRAND KNOWLEDGE ON GREEN PURCHASE INTENTION: THE MODERATING ROLE OF GREEN BRAND ATTITUDE IN BIOPLASTIC-BASED BEAUTY PRODUCT CONSUMERS IN THE YOGYAKARTA REGION

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Abstract

This study aims to examine the influence of green brand association and green brand knowledge on green brand purchase intention with green brand attitude as a moderating variable on bioplastic-based beauty products in the Yogyakarta area. This study was conducted with a quantitative approach with a questionnaire as the primary data collection method with a sample of 170 respondents aged at least 18 years in the Yogyakarta area and using non-probability sampling techniques. The analysis method uses SEM PLS using Smart PLS 4 software. The results show that green brand association has a positive and significant effect on green brand purchase intention, green brand knowledge has a positive and significant effect on green brand purchase intention, green brand attitude moderates the effect of green brand association on green brand purchase intention negatively and significantly, green brand attitude moderates the effect of green brand knowledge on green brand purchase intention negatively and significantly. This shows that green brand attitude has a negative moderating effect that weakens the relationship between green brand associations and green brand knowledge on green brand purchase intention.

Keywords: *Green Brand Association, Green Brand Knowledge, Green Purchase Intention, Green Brand Attitude.*