


**PENGARUH *GREEN ADVERTISING*, *GREEN BRAND POSITIONING*,  
DAN *GREEN AWARENESS* TERHADAP *GREEN PURCHASE  
INTENTION* PRODUK *SKINCARE* DI DIY DENGAN VARIABEL  
MODERASI *GREEN BRAND KNOWLEDGE***

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *green advertising*, *green brand positioning*, dan *green awareness* dalam mendorong *green purchase intention* produk *skincare* di Daerah Istimewa Yogyakarta (DIY) dengan *green brand knowledge* sebagai variabel moderasi. Penelitian ini berfokus pada pemahaman bagaimana strategi *green marketing* dan tingkat kesadaran lingkungan konsumen berperan dalam membentuk *green purchase intention* produk *skincare* ramah lingkungan, baik secara langsung maupun melalui peran penguatan *green brand knowledge*. Penelitian ini menggunakan teknik *non-probability sampling* dengan metode *purposive sampling* dan melibatkan 100 responden yang difokuskan kepada responden yang belum pernah membeli produk *green skincare* di wilayah DIY. Data primer dikumpulkan melalui penyebaran kuesioner secara *online* menggunakan *Google Forms* dan telah melalui pengujian validitas serta reliabilitas. Analisis data dilakukan secara deskriptif dengan menggunakan *software* SmartPLS 4.0. Pengujian instrumen mencakup uji *validitas konvergen*, *validitas diskriminan*, *reliabilitas konstruk*, nilai *R-square*, serta pengujian hipotesis. Hasil penelitian menunjukkan bahwa *green advertising*, *green brand positioning*, dan *green awareness* berpengaruh positif dan signifikan terhadap *green purchase intention*. Selain itu, *green brand knowledge* terbukti mampu memoderasi hubungan antara *green advertising* dan *green brand positioning* terhadap *green purchase intention* produk *skincare* di Daerah Istimewa Yogyakarta.

**Kata Kunci:** *Green Advertising*, *Green Brand Positioning*, *Green Awareness*, *Green Brand Knowledge*, *Green Purchase Intention*, *Skincare*.



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**THE EFFECT OF GREEN ADVERTISING, GREEN BRAND  
POSITIONING, AND GREEN AWARENESS ON GREEN PURCHASE  
INTENTION OF SKINCARE PRODUCTS IN THE SPECIAL REGION OF  
YOGYAKARTA WITH GREEN BRAND KNOWLEDGE AS A MODERATING  
VARIABLE**

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***Abstract***

*This study aims to analyse the influence of green advertising, green brand positioning, and green awareness on green purchase intention for skincare products in the Special Region of Yogyakarta (DIY), with green brand knowledge as a moderating variable. The research focuses on understanding how green marketing strategies and consumers' levels of environmental awareness shape purchase intention for eco-friendly skincare products, both directly and through the reinforcing role of green brand knowledge. Using a non-probability purposive sampling method, this study involved 100 respondents, specifically targeting those who had never purchased green skincare products in the DIY region. Primary data were collected via an online questionnaire using Google Forms and have undergone validity and reliability testing. Data analysis was conducted descriptively using SmartPLS 4.0 software. The instrument testing included convergent validity, discriminant validity, construct reliability, R<sup>2</sup> scores, and hypothesis testing. The results indicate that green advertising, green brand positioning, and green awareness have a positive and significant effect on green purchase intention. Furthermore, green brand knowledge is proven to moderate the relationship between green advertising and green brand positioning toward green purchase intention for skincare products in Yogyakarta.*

***Keywords:*** *Green Advertising, Green Brand Positioning, Green Awareness, Green Brand Knowledge, Green Purchase Intention, Skincare.*