

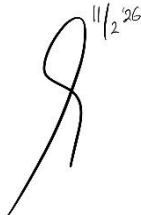
**PENGARUH *GREEN MARKETING MIX* DAN *GREEN KNOWLEDGE*  
TERHADAP *PURCHASE INTENTION* KONSUMEN DI KOPI KLOTOK  
YOGYAKARTA DENGAN *GENDER* SEBAGAI VARIABEL  
MODERATING**

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**Abstrak**

Peningkatan kesadaran masyarakat terhadap isu lingkungan mendorong pelaku usaha, termasuk industri kedai kopi, untuk menerapkan strategi pemasaran berkelanjutan. Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing mix* yang terdiri dari *green product*, *green place*, *green price*, dan *green promotion* serta *green knowledge* terhadap *purchase intention* konsumen di Kopi Klotok Yogyakarta, dengan *gender* sebagai variabel moderasi pada hubungan antara *green knowledge* dan *purchase intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner online terhadap konsumen Kopi Klotok Yogyakarta yang dipilih menggunakan teknik *purposive sampling* dengan jumlah responden 178 orang. Data dianalisis menggunakan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *green product*, *green price*, *green promotion*, dan *green knowledge* berpengaruh positif dan signifikan terhadap *purchase intention*, sedangkan *green place* tidak berpengaruh signifikan terhadap *purchase intention*. Selain itu, hasil pengujian variabel moderasi menunjukkan bahwa *gender* tidak mampu memoderasi pengaruh *green knowledge* terhadap *purchase intention*. Temuan ini mengindikasikan bahwa strategi pemasaran hijau yang berfokus pada kualitas produk ramah lingkungan, penetapan harga yang wajar, promosi hijau yang efektif, serta peningkatan pengetahuan lingkungan konsumen memiliki peran penting dalam mendorong niat beli, sementara perbedaan gender tidak menjadi faktor penentu dalam memperkuat hubungan antara *green knowledge* dan *purchase intention*.

**Kata Kunci:** *Green Marketing Mix*, *Green Knowledge*, *Purchase Intention*, *Gender*, *Kopi Klotok*.



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**THE EFFECT OF GREEN MARKETING MIX AND GREEN KNOWLEDGE  
ON CONSUMER PURCHASE INTENTION AT KOPI KLOTOK  
YOGYAKARTA WITH GENDER AS A MODERATING VARIABLE**

**Sahrizal Putra**

**Abstract**

*Increasing public awareness of environmental issues encourages business actors, including coffee shop industries, to implement sustainable marketing strategies. This study aims to analyze the effect of the green marketing mix, consisting of green product, green place, green price, and green promotion, as well as green knowledge on consumers' purchase intention at Kopi Klotok Yogyakarta, with gender as a moderating variable in the relationship between green knowledge and purchase intention. This study employed a quantitative approach using an online survey, distributed to Kopi Klotok Yogyakarta consumers selected through purposive sampling, yielding 178 respondents. The data were analyzed using Partial Least Squares–Structural Equation Modelling (PLS-SEM). The results indicate that green product, green price, green promotion, and green knowledge have a positive and significant effect on purchase intention, whereas green place does not. Furthermore, the moderating test results show that gender does not moderate the effect of green knowledge on purchase intention. These findings indicate that green marketing strategies focusing on environmentally friendly product quality, reasonable pricing, effective green promotion, and enhanced consumers' environmental knowledge play an important role in increasing purchase intention. At the same time, gender differences do not determine the strength of the relationship between green knowledge and purchase intention.*

**Keywords:** *Green Marketing Mix, Green Knowledge, Purchase Intention, Gender, Kopi Klotok.*