

PENGARUH GREEN MARKETING MIX MELALUI CONSUMER

ATTITUDE TERHADAP GREEN PURCHASE INTENTION

(Survei Pada Calon Konsumen Gen Z Sayuran Dan Buah-Buahan Organik

Superindo Di Yogyakarta)

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ABSTRACT

This research aims to test the influence of green marketing mix through consumer attitude on green purchase intention. This research uses a quantitative approach by collecting data using a questionnaire. The population in this study was all potential generation Z consumers of Suprindo vegetables and fruit in the Special Region of Yogyakarta with a sample of 105 respondents. The data obtained is primary data originating from respondents' answers. The data collection technique used was non-probability sampling with a purposive sampling technique. Data collection in this research was calculated using a Likert scale, then processed and analyzed using PLS on SmartPLS 4.1 Software. The results of this research show that: 1) Green Product has a positive and significant effect on green purchase intention through consumer attitude, 2.) Green Price has a positive and significant effect on green purchase intention through consumer attitude, 3.) Green Place has a positive and significant effect on green purchase intention through consumer attitude, 4.) Green Promotion has a positive and significant effect on green purchase intention through consumer attitude, 5.) consumer attitude has a positive and significant effect on green purchase intention.

Keyword : green marketing mix, green product, green price, green place, green promotion, consumer attitude, green purchase intention