

ABSTRAK

PENGARUH *GREEN PRODUCT*, *GREEN PRICE* DAN *GREEN PERCEIVED VALUE* TERHADAP *GREEN PURCHASE INTENTION* DENGAN *ENVIRONMENTAL KNOWLEDGE* SEBAGAI MODERASI PADA MEREK EIGER

(Survei Pada Konsumen Gen Z Di Kabupaten Sleman Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Product*, *Green Price*, dan *Green Perceived Value* terhadap *Green Purchase Intention* konsumen Gen Z Eiger di Kabupaten Sleman dengan *Environmental Knowledge* sebagai Moderasi. Menggunakan teknik pengambilan sampel *non probability sampling* dengan *purposive sampling*. Data diperoleh melalui kuesioner berbentuk *Google Form* yang disebarakan secara online kepada 102 responden. Analisis data dilakukan menggunakan SEM-PLS dengan program SmartPLS 4.1. Hasil penelitian menunjukkan bahwa *Green Product* memiliki pengaruh positif dan signifikan terhadap *Green Purchase Intention* konsumen Gen Z Eiger. *Green Price* juga berpengaruh positif dan signifikan terhadap *Green Purchase Intention* konsumen Gen Z Eiger. Selain itu, *Green Perceived Value* memberikan pengaruh positif dan signifikan terhadap *Green Purchase Intention* konsumen Gen Z Eiger. *Environmental Knowledge* berperan sebagai variabel moderasi yang memperkuat pengaruh *Green Product* terhadap *Green Purchase Intention* konsumen Gen Z Eiger. Namun, *Environmental Knowledge* tidak memoderasi pengaruh *Green Price* terhadap *Green Purchase Intention* konsumen Gen Z Eiger. Selain itu, *Environmental Knowledge* memperlemah pengaruh *Green Perceived Value* terhadap *Green Purchase Intention* konsumen Gen Z Eiger di Kabupaten Sleman. Sehingga, Implikasi praktis dari penelitian ini menunjukkan bahwa Eiger dan pelaku industri sejenis perlu meningkatkan edukasi konsumen dan transparansi informasi terkait bahan, proses produksi, serta manfaat lingkungan dari produk yang ditawarkan, guna memperkuat niat beli konsumen Gen Z terhadap produk ramah lingkungan melalui berbagai jenis *platform*.

Kata Kunci: *Green Product*, *Green Price*, *Green Perceived Value*, *Green Purchase Intention*, dan Eiger.

ABSTRACT

THE INFLUENCE OF GREEN PRODUCT, GREEN PRICE, AND GREEN PERCEIVED VALUE ON GREEN PURCHASE INTENTION WITH ENVIRONMENTAL KNOWLEDGE AS A MODERATING VARIABLE ON THE EIGER BRAND

(A Survey on Gen Z Consumers in Sleman Regency, Yogyakarta)

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ABSTRAK

This study aims to analyze the influence of Green Product, Green Price, and Green Perceived Value on the Green Purchase Intention of Gen Z consumers of Eiger in Sleman Regency, with Environmental Knowledge as a moderating variable. The research employed a non-probability sampling technique using purposive sampling. Data were collected through a Google Form questionnaire distributed online to 102 respondents. Data analysis was conducted using SEM-PLS with the SmartPLS 4.1 software. The results showed that Green Product had a positive and significant influence on the Green Purchase Intention of Gen Z Eiger consumers. Green Price also had a positive and significant influence on Green Purchase Intention. Additionally, Green Perceived Value had a positive and significant influence on Green Purchase Intention. Environmental Knowledge served as a moderating variable that strengthened the influence of Green Product on Green Purchase Intention. However, Environmental Knowledge did not moderate the influence of Green Price on Green Purchase Intention. Moreover, Environmental Knowledge weakened the influence of Green Perceived Value on the Green Purchase Intention of Gen Z consumers of Eiger in Sleman Regency. Thus, the practical implication of this study suggests that Eiger and similar industry players need to enhance consumer education and transparency regarding materials, production processes, and the environmental benefits of their products, in order to strengthen Gen Z consumers' purchase intention toward eco-friendly products through various platforms.

Keywords: *Green Product, Green Price, Green Perceived Value, Green Purchase Intention, Eiger*