ABSTRAK

PENGARUH *HEALTH CONSCIOUSNESS*, *ENVIRONMENTAL CONSCIOUSNESS*, DAN *ELECTRONIC WORD-OF-MOUTH* TERHADAP *PURCHASE INTENTION* DENGAN *ATTITUDE* SEBAGAI VARIABEL MEDIASI

(Survei pada Gen Z sebagai Konsumen Coca-Cola di Kabupaten Sleman)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *health consciousness, environmental consciousness,* dan *electronic word-of-mouth (*eWOM*)* terhadap *purchase intention* dengan *attitude* sebagai variabel mediasi pada Gen Z sebagai konsumen Coca-Cola di Kabupaten Sleman. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 170 responden. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS4.

Hasil penelitian menunjukkan bahwa *Health consciousness* dan *environmental consciousness* berpengaruh tidak signifikan secara langsung terhadap *purchase intention*, sedangkan *electronic word-of-mouth* terbukti berpengaruh signifikan secara langsung terhadap *purchase intention*. Ketiga variabel, yaitu *Health consciousness*, *environmental consciousness*, dan *electronic word-of-mouth*, masing-masing terbukti berpengaruh signifikan terhadap *attitude*, dan *attitude* selanjutnya terbukti berpengaruh signifikan terhadap *purchase intention*. Pada pengujian mediasi, *attitude* terbukti memediasi pengaruh *Health consciousness* dan *environmental consciousness* terhadap *purchase intention* secara signifikan dengan pola *full mediation*, sementara *attitude* juga terbukti memediasi pengaruh *electronic word-of-mouth* terhadap *purchase intention* secara signifikan

dengan pola *partial mediation*. Temuan ini menunjukkan bahwa kepedulian kesehatan dan kepedulian lingkungan Gen Z mendorong niat pembelian Coca-Cola secara tidak langsung melalui pembentukan sikap, sedangkan paparan *electronic word-of-mouth* mendorong niat pembelian baik secara langsung maupun melalui pembentukan sikap.

Kata kunci: Health consciousness, *environmental consciousness*, *electronic word-of-mouth*, *attitude*, *purchase intention*

ABSTRACT

THE INFLUENCE OF HEALTH CONSCIOUSNESS, ENVIRONMENTAL CONSCIOUSNESS, AND ELECTRONIC WORD-OF-MOUTH ON PURCHASE INTENTION WITH ATTITUDE AS A MEDIATING VARIABLE

(A Study on Z Generation as Consumers of Coca-Cola in Sleman)

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ABSTRACT

This study aims to analyze the influence of Health consciousness, environmental consciousness, and electronic word-of-mouth (eWOM) on purchase intention with attitude as a mediating variable among Generation Z as prospective consumers of Coca-Cola in Sleman Regency. This study employed a quantitative approach using purposive sampling with 170 respondents. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software.

The results indicate that Health consciousness and environmental consciousness have a non-significant direct effect on purchase intention, whereas electronic word-of-mouth was found to have a significant direct effect on purchase intention. All three variables, namely health consciousness, environmental consciousness, and electronic word-of-mouth, were each found to have a significant effect on attitude, and attitude in turn was found to have a significant effect on purchase intention. In the mediation testing, attitude was found to significantly mediate the effects of Health consciousness and environmental consciousness on purchase intention, following a full mediation pattern, while attitude was also found to significantly mediate the effect of electronic word-of-mouth on purchase intention, following a partial mediation pattern. These findings suggest that Generation Z's health consciousness and environmental consciousness drive their

purchase intention toward Coca-Cola indirectly through the formation of attitude, whereas electronic word-of-mouth exposure drives purchase intention both directly and through the formation of attitude.

Keywords: Health consciousness, environmental consciousness, electronic word-of-mouth, attitude, purchase intention