

## ABSTRAK

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### **Pengaruh *Green Marketing* Terhadap *Green Purchasing Intention* Pada Pelanggan Uniqlo Di Jabodetabek**

(XVIII + 110 halaman; 23 tabel; 10 gambar; 10 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing* terhadap *green purchasing intention* pada pelanggan UNIQLO di wilayah Jabodetabek. Dalam konteks meningkatnya kesadaran lingkungan, perusahaan-perusahaan di sektor fashion, termasuk UNIQLO, berupaya menerapkan strategi pemasaran hijau untuk menarik konsumen yang peduli terhadap keberlanjutan. Penelitian ini mengidentifikasi beberapa variabel kunci yaitu *environmental knowledge*, *environmental sensitivity*, *attitude towards green products*, *green marketing*, dan *green product quality* yang diyakini mempengaruhi *green purchasing intention*. Metode pengumpulan data yang digunakan adalah survey dengan kuesioner yang disebarakan kepada pelanggan UNIQLO di Jabodetabek di mana data akan dianalisis menggunakan teknik analisis statistik untuk menguji hubungan antar variabel melalui bantuan *software* SmartPLS. Hasil penelitian menunjukkan bahwa keseluruhan variabel berpengaruh positif dan signifikan terhadap variabel *green purchasing intention*, kecuali untuk variabel *environmental knowledge*. Variabel tersebut dapat berpengaruh positif terhadap *green purchasing intention* jika dimediasi oleh variabel *attitude towards green products*. Diharapkan temuan dari penelitian ini dapat memberikan insight bagi manajemen UNIQLO dalam merumuskan strategi pemasaran yang lebih efektif dan berkelanjutan serta meningkatkan pemahaman tentang bagaimana persepsi konsumen terhadap *green product* yang dapat dipengaruhi oleh inisiatif pemasaran yang ramah lingkungan. Penelitian ini berkontribusi pada literatur tentang *green marketing* dan perilaku konsumen dalam konteks industri *fashion* serta memberikan rekomendasi praktis bagi perusahaan dalam upaya meningkatkan penjualan *green product*.

Kata kunci: *environmental knowledge*, *environmental sensitivity*, *attitude towards green products*, *green marketing*, *green product quality*, *green purchasing intention*, *Uniqlo*

Referensi : 99 (1991-2024)

## **ABSTRACT**

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### ***The Influence of Green Marketing on Green Purchasing Intention towards Uniqlo Customers in Jabodetabek***

*(XVIII + 110 pages; 23 tables; 10 figures; 10 appendices)*

*This research aims to analyse the influence of green marketing on green purchasing intention among UNIQLO customers in the Jabodetabek area. In the context of increasing environmental awareness, companies in the fashion sector, including UNIQLO, are striving to implement green marketing strategies to attract environmentally conscious consumers. This study identifies several key variables, including environmental knowledge, environmental sensitivity, and attitude towards green products, which are believed to affect the intention to purchase green products. The data collection method used is a survey with a questionnaire distributed to UNIQLO customers in Jabodetabek, where the data will be analyzed using statistical analysis techniques to test the relationships between variables with the help of SmartPLS software. The results indicate that all key variables have a positive and significant effect on green purchasing intention, except for the variable environmental knowledge. This variable can positively influence green purchasing intention when mediated by the variable attitude towards green products. The findings of this research are expected to provide insights for UNIQLO management in formulating more effective and sustainable marketing strategies, as well as enhance understanding of how consumer perceptions of green products can be influenced by environmentally friendly marketing initiatives. This study contributes to the literature on green marketing and consumer behaviour within the fashion industry, while also offering practical recommendations for companies aiming to boost sales of green products.*

*Keywords: environmental knowledge, environmental sensitivity, attitude towards green products, green marketing, green product quality, green purchasing intention, Uniqlo*

*References : 99 (1991-2024)*

