

PENGARUH *SOCIAL MEDIA* TERHADAP NIAT PEMBELIAN PERALATAN MANDI *ECOFRIENDLY* PADA GENERASI MILENIAL DAN GEN Z

Cristabel Agatha Cumentas
Fakultas Bisnis dan Ekonomika
Dudi Anandya
Indarini

ABSTRAK

Media sosial memiliki peran penting dalam membentuk pengetahuan dan niat pembelian konsumen terhadap peralatan mandi ramah lingkungan, khususnya pada generasi milenial dan generasi Z. Penelitian ini bertujuan untuk menganalisis *pengaruh social media, green product knowledge, green consumption value, dan drive for environmental responsibility terhadap green purchase intention* pada peralatan mandi ramah lingkungan. Penelitian ini menggunakan 192 responden yang berasal dari seluruh Indonesia dan dianalisis menggunakan SEM (*Structural Equation Modeling*). Peneliti mengolah data menggunakan SPSS Statistics 29 dan SMARTPLS ver 4. Hasil penelitian menunjukkan bahwa *social media* berpengaruh positif terhadap *green product knowledge* dan *green purchase intention*, variabel *green product knowledge, green consumption value, dan drive for environmental responsibility* berpengaruh positif terhadap *green purchase intention*. Hal ini menunjukkan bahwa, terdapat banyak faktor yang mempengaruhi niat pembelian konsumen, khususnya media sosial, pada peralatan mandi ramah lingkungan

Kata kunci: Media sosial, *green product knowledge, green purchase intention, Milenial, Gen Z*

THE IMPACT OF SOCIAL MEDIA ON MILLENNIAL'S AND GENERATION Z'S PURCHASE INTENTIONS TOWARD ECO-FRIENDLY PERSONAL CARE PRODUCTS

Cristabel Agatha Cumentas
Faculty of Business and Economics
Dudi Anandya
Indarini

ABSTRACT

Social media plays a significant role in shaping consumer knowledge and purchase intentions towards eco-friendly bathing products, particularly among the millennial and Gen Z generations. This study aims to analyze the influence of social media, green product knowledge, green consumption value, and drive for environmental responsibility on green purchase intention regarding eco-friendly bathing products. A total of 192 respondents from across Indonesia participated in this study, which was analyzed using SEM (Structural Equation Modeling). Data processing was conducted using SPSS Statistics 29 and SMARTPLS ver 4. The results indicate social media has a positive influence on green product knowledge and green purchase intention. Furthermore, variables green product knowledge, green consumption value, and drive for environmental responsibility also have a positive influence on green purchase intention. These findings suggest that multiple factors, especially social media, significantly affect consumer's intention to purchase eco-friendly bathing products.

Keywords: Social media, green product knowledge, green purchase intention, Milenial, Gen Z