

**ABSTRAK**

**PENGARUH *GREEN KNOWLEDGE*, *GREEN PRODUCT*, DAN *GREEN PRICE*  
TERHADAP *GREEN PURCHASE INTENTION* SEPEDA**

***MOTOR RAMAH LINGKUNGAN***

Studi pada Generasi Z di Pulau Jawa

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green knowledge* terhadap *green purchase intention* sepeda motor ramah lingkungan 2) pengaruh *green product* terhadap *green purchase intention* sepeda motor ramah lingkungan 3) pengaruh *green price* terhadap *green purchase intention* sepeda motor ramah lingkungan 4) terdapat perbedaan *green purchase intention* berdasarkan minat pada jenis sepeda motor ramah lingkungan. Jenis penelitian yang digunakan asosiatif dengan pendekatan kuantitatif menggunakan kuesioner. Populasi penelitian ini adalah generasi Z yang berdomisili di Pulau Jawa dengan 100 responden. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data menggunakan analisis regresi linear berganda, uji T, uji F, dan uji *independent samples t-test*, dengan menggunakan aplikasi SPSS 25. Hasil Penelitian ini menunjukkan bahwa: 1) *green knowledge* berpengaruh terhadap *green purchase intention* sepeda motor ramah lingkungan 2) *green product* berpengaruh terhadap *green purchase intention* sepeda motor ramah lingkungan 3) *green price* tidak berpengaruh terhadap *green purchase intention* sepeda motor ramah lingkungan 4) tidak terdapat perbedaan *green purchase intention* berdasarkan minat pada jenis sepeda motor ramah lingkungan.

**Kata kunci:** *green knowledge*, *green product*, *green price*, *green purchase intention*

**ABSTRACT**

**THE INFLUENCE OF GREEN KNOWLEDGE, GREEN PRODUCT, AND GREEN PRICE ON GREEN PURCHASE INTENTION OF ENVIRONMENTALLY FRIENDLY MOTORCYCLES**

Study of Generation Z in Java Island

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The aim of this research is to find out: 1) the influence of green knowledge on green purchase intention of environmentally-friendly motorbikes 2) the influence of green product on green purchase intention of environmentally-friendly motorbikes 3) the influence of green price on green purchase intention of environmentally-friendly motorbikes 4) the differences in green purchase intention based on interest in the type of environmentally-friendly motorcycle. The type of research used is associative with a quantitative approach using a questionnaire. The population of this study is generation Z who lives on the island of Java with 100 respondents. The sampling technique used was non probability sampling with purposive sampling method. The data analysis technique used multiple linear regression analysis, T test, F test, and independent samples t-test, using the SPSS 25 application: 1) green knowledge influenced the green purchase intention of environmentally-friendly motorbikes 2) green product influenced the green purchase intention of environmentally-friendly motorbikes 3) green price had no influence on the green purchase intention of environmentally-friendly motorbikes 4) there were no differences in green purchase intention based on interest in the type of environmentally-friendly motorcycle.

**Keywords:** green knowledge, green product, green price, green purchase intention