

ABSTRACT

STUDY ON CONSUMERS OF PRODUCT LE MINERALE IN INDONESIA: THE IMPACT OF GREEN PRODUCTS, WORD OF MOUTH, AND ENVIRONMENTAL VALUES ON PURCHASE DECISIONS OF GENERATION Z

By

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The goal of this study is to ascertain how Generation Z customers of Le Minerale goods in Indonesia respond to green products, word-of-mouth, and environmental ideals. Explanatory research using quantitative approaches is the type of research used in this study. The *SPSS V.25* test tool was utilized for data analysis and multiple linear regression approaches. The T test, F test, and R2 test are used in the test. strategies for gathering data via a questionnaire 385 Generation Z customers of Le Minerale goods in Indonesia made up the sample. The study's findings indicate that factors such as word-of-mouth, environmental values, and green products have a substantial impact on Generation Z's purchasing preferences. Green products, word-of-mouth, and environmental values all play a big role in Generation Z's decision-making. The new findings of this study relate to environmental values that can affect Generation Z's choice to buy products that are green.

Keywords: *Green Product, Word Of Mouth, Environmental Values, Purchase Decision, Generation Z*

ABSTRAK

PENGARUH *GREEN PRODUCT*, *WORD OF MOUTH* DAN *ENVIRONMENTAL VALUES* TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z

(Studi Pada Konsumen Produk Le Mineral Di Indonesia)

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Penelitian ini untuk mengetahui pengaruh *green product*, *word of mouth* dan *environmental values* terhadap keputusan pembelian Generasi Z pada konsumen produk Le Minerale di Indonesia. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian eksplanatif dengan metode kuantitatif. Analisis data menggunakan teknik regresi linier berganda dengan alat uji *SPSS V.25*. Pengujian menggunakan uji T, uji F dan uji R^2 . Teknik pengumpulan data menggunakan kuesioner. Sampel yang digunakan 385 Generasi Z konsumen produk Le Minerale di Indonesia. Hasil dari penelitian menunjukkan bahwa secara parsial variabel *green product*, *word of mouth* dan *environmental values* berpengaruh signifikan terhadap keputusan pembelian Generasi Z. Secara simultan *green product*, *word of mouth* dan *environmental values* berpengaruh signifikan terhadap keputusan pembelian Generasi Z. Temuan baru penelitian ini terletak pada *environmental values* yang mampu mempengaruhi keputusan Generasi Z dalam mengonsumsi *green product*.

Kata Kunci: *Green Product*, *Word Of Mouth*, *Environmental Values*, Keputusan Pembelian, Generasi Z