

ABSTRAK

Strategi green marketing dan sikap lingkungan berperan penting dalam mendorong niat beli hijau, yang dipengaruhi oleh citra merek hijau dan keterlibatan konsumen pada UMKM di Kota Medan. Tujuan penelitian ini adalah untuk menganalisis pengaruh green marketing dan environmental attitude terhadap green purchase intention, baik secara langsung maupun melalui mediasi green brand image dan moderasi consumer involvement, pada UMKM di Kota Medan. Penelitian ini menggunakan metode *partial least square (PLS)* dengan menggunakan 250 sampel. Hasil penelitian menunjukkan bahwa green price, green product, green place, green promotion, dan environmental attitude berpengaruh positif dan signifikan terhadap green purchase intention, serta masing-masing juga berpengaruh signifikan terhadap green brand image. Green brand image sendiri terbukti secara signifikan meningkatkan green purchase intention, sementara consumer involvement juga berpengaruh signifikan terhadap green purchase intention. Namun, hanya moderasi consumer involvement pada hubungan green product dan green purchase intention yang signifikan, sedangkan moderasi pada hubungan green price, green place, green promotion, dan environmental attitude tidak signifikan. Selain itu, seluruh hubungan mediasi melalui green brand image antara green marketing components maupun environmental attitude terhadap green purchase intention terbukti signifikan, menegaskan peran penting green brand image dalam membentuk niat beli konsumen terhadap produk ramah lingkungan UMKM di Kota Medan. Kesimpulannya, green marketing dan environmental attitude berpengaruh signifikan terhadap green purchase intention, baik secara langsung maupun melalui green brand image sebagai mediator, sementara consumer involvement hanya memoderasi secara signifikan pada hubungan green product terhadap green purchase intention.

Kata Kunci : *Green Marketing, Environmental Attitude, Green Purchase Intention, Green Brand Image, Consumer Involvement.*

ABSTRACT

Green marketing strategies and environmental attitudes play an important role in driving green purchase intention, which is influenced by green brand image and consumer involvement in MSMEs in Medan City. The purpose of this study was to analyze the effect of green marketing and environmental attitude on green purchase intention, both directly and through the mediation of green brand image and moderation of consumer involvement, in MSMEs in Medan City. This study used the partial least square (PLS) method using 250 samples. The results showed that green price, green product, green place, green promotion, and environmental attitude had a positive and significant effect on green purchase intention, and each also had a significant effect on green brand image. Green brand image itself was proven to significantly increase green purchase intention, while consumer involvement also had a significant effect on green purchase intention. However, only the moderation of consumer involvement on the relationship between green product and green purchase intention was significant, while the moderation on the relationship between green price, green place, green promotion, and environmental attitude was not significant. In addition, all mediation relationships through green brand image between green marketing components and environmental attitude on green purchase intention were proven to be significant, confirming the important role of green brand image in shaping consumer purchase intention towards environmentally friendly products of MSMEs in Medan City. In conclusion, green marketing and environmental attitude have a significant effect on green purchase intention, both directly and through green brand image as a mediator, while consumer involvement only significantly moderates the relationship between green products and green purchase intention.

Keywords : *Green Marketing, Environmental Attitude, Green Purchase Intention, Green Brand Image, Consumer Involvement.*