



The Effect Of Digital Marketing, Environmental Awareness, And Product Quality On Generation Z's Interest In Purchasing Environmentally Friendly Products In Tulungagung

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Abstract:

This study aims to examine the influence of digital marketing, environmental awareness, and product quality on the purchase intention of ecofriendly products among Generation Z in Tulungagung. This study is motivated by changes in consumer behavior in the digital era, particularly among Generation Z, who are increasingly exposed to information through social media and various digital platforms, thereby driving the trend toward eco-friendly products. Although environmental awareness is increasing, not all consumers automatically have a high purchase intention because other factors also influence it, such as digital marketing and perceptions of product quality. This study uses a quantitative associative approach by distributing questionnaires to 100 Generation Z respondents in Tulungagung. The collected data were analyzed using multiple linear regression with hypothesis testing via the partial t-test and the simultaneous F-test. The results of this study indicate that digital marketing has a positive and significant effect on the purchase intention for eco-friendly products among Generation Z in Tulungagung, Environmental awareness has a positive but insignificant effect on the purchase intention of eco-friendly products among Generation Z in Tulungagung; product quality has a positive and significant effect on the purchase intention of eco-friendly products among Generation Z in Tulungagung; and digital marketing, environmental awareness, and product quality have a simultaneous effect on the purchase intention of eco-friendly products among Generation Z in Tulungagung. The practical implications of this study are that companies need to optimize informative and interactive digital marketing and improve the quality of eco-friendly products to stimulate purchasing interest, accompanied by consumer education efforts so that environmental awareness can play a greater role in purchasing decisions.

Keywords: Digital Marketing, Environmental Awareness, Product Quality, Purchase Intention for Eco-Friendly Products

INTRODUCTION

In the era of globalization, the development of digital technology has brought about major transformations in various aspects of society, including increased awareness of environmental issues. Digital platforms, such as social media, e-commerce, and mobile apps, hold great potential as tools for sustainability education. With the ability to convey information quickly, widely, and interactively, these platforms can reach diverse segments of society and drive behavioral changes toward a more sustainable lifestyle¹. Environmental awareness has given rise to

¹ Nur Fadellya April Kirana et al., "Membangun Kesadaran Konsumen Tentang Produk Ramah Lingkungan Melalui Platform Digital," *Seminar Nasional Agribisnis* 2, no. 1 (2025): 149–54,

ecofriendly consumption, or what is known as green consumerism. According to Smith, green consumerism refers to consumers' preference for promoting environmentally friendly products and services².

This increased environmental awareness also influences consumer behavior in product selection, where product quality is one of the primary factors determining purchasing interest. In the context of sustainable products, product quality encompasses not only functional aspects and performance but also aspects related to environmental sustainability. According to Joshi and Rahma, innovative sustainability features in products can enhance consumers' perceptions of product quality and value, thereby driving their purchasing interest³.

Generation Z, born between 1997 and 2012, is a key consumer group in this dynamic due to their tech-savvy, innovative, and creative characteristics⁴. Data indicates that the food category dominates purchases of eco-friendly products, followed by household goods, clothing, and cosmetics. The primary reason consumers purchase eco-friendly products is to preserve the earth⁵. However, this purchasing interest is heavily influenced by perceptions of product quality; for instance, innovative sustainability features can enhance a product's value in consumers' eyes. This phenomenon is also evident in East Java, including Tulungagung Regency. Therefore, understanding how Generation Z evaluates the quality of eco-friendly products is crucial, given that they tend to conduct in-depth research through digital channels before making a purchasing decision.

Although various studies have examined the influence of digital marketing, environmental awareness, and product quality on the purchase intent for eco-friendly products, the results obtained still show inconsistencies. Furthermore, previous research has generally been limited to one or two variables and has not integrated all three variables into a comprehensive research model. Based on the results of previous studies, there is a research gap in studies examining the intention to purchase environmentally friendly products. First, no study has yet combined the variables of digital marketing, environmental awareness, and product quality into a single model to explain the intention to purchase environmentally friendly products. Second, previous research has not comprehensively covered digital marketing strategies involving various digital channels such as websites, marketplaces, and online advertising. Third, research on environmental awareness has not yet addressed the relationship with purchase intent. Fourth, studies on product quality have not specifically examined how product quality, in depth, can influence the purchase intent for eco-friendly products.

² Eka Agustha, Prasetya Utama, and Edi Komara, "Faktor Yang Mempengaruhi Minat Pembelian Produk Ramah Lingkungan (Studi Kasus Pada Gen Z Di Jabodetabek)," *Jurnal Ekonomi, Manajemen Dan Perbankan* 7, no. 3 (2021): 90–101.

³ Eko Prasajo Sisrika, "Pengaruh Kualitas Produk, Pengetahuan Lingkungan, Sikap Lingkungan Dan Kesadaran Lingkungan Terhadap Minat Beli Produk Berkelanjutan (Produk Sepeda Motor Listrik Di Kota Yogyakarta)," *Jurnal Competency Of Business* 8, no. 2 (2024): 30–49.

⁴ Agustha, Utama, and Komara, "Faktor Yang Mempengaruhi Minat Pembelian Produk Ramah Lingkungan (Studi Kasus Pada Gen Z Di Jabodetabek)."

⁵ Dwi Hadya Jayani, "Produk Ramah Lingkungan Yang Paling Banyak Dibeli Masyarakat," Databoks, 2021, <https://databoks.katadata.co.id/profile/dwi-hadya-jayani>.

This study offers three forms of novelty. First, the study integrates the variables of digital marketing, environmental awareness, and product quality into a single model to explain the purchase intention for eco-friendly products; this approach has not been employed in previous research. Second, this study bridges the inconsistencies regarding the influence of environmental awareness on purchase intention by focusing the analysis on Generation Z as a consumer group closely aligned with digital and sustainability issues. Third, this study develops a more in-depth analysis of the dimensions of eco-friendly product quality and their contribution to purchase intention. Therefore, this study offers a novel approach by combining digital marketing, environmental awareness, and product quality to analyze their influence on the purchase intention of ecofriendly products, specifically among Generation Z in Tulungagung. This study is expected to provide a more comprehensive understanding and serve as a foundation for the development of effective and sustainable marketing strategies.

According to Kotler and Armstrong, consumer behavior is defined as the purchasing decision-making process carried out by individuals to meet their personal needs⁶. Understanding consumer behavior is the key to business success. Consumer behavior serves as the foundation for consumers in making purchasing decisions. When intending to purchase goods or services, consumers will certainly consider product aspects first, such as price, quality, model, design, packaging, and functionality⁷. By understanding and responding to consumer behavior appropriately, a business will be more effective in meeting its customers' needs, which in turn enhances satisfaction, loyalty, and long-term business success.

The factors influencing consumer behavior are, first, cultural factors that determine desires and behaviors reflected in lifestyle, traditions, and habits when purchasing goods and services. Second, social factors that influence buyer behavior, such that social groups influence product choices. Third, personal factors: individual characteristics such as age and life stage, occupation, economic status, lifestyle, and consumer personality influence their purchasing decisions. Fourth, psychological factors motivation, perception, knowledge, beliefs, and attitudes also influence a person's purchasing decisions⁸.

A form of effort to promote and offer a brand using digital media. This theory encompasses a number of tactics and techniques designed to reach consumers online by utilizing various channels, ranging from websites, social media, online advertising, to email marketing⁹. According to Coviello, Milley, and Marcolin in (BI-Weekly Newsletter), digital marketing is the use of the internet and other interactive

⁶ Enny Istanty Achamad Daengs, *Perilaku Konsumen (Consumer Behavior)* (Surabaya:Unitomo Press, 2023).

⁷ M. Anang Firmansyah, *Perilaku Konsumen (Sikap Dan Pemasaran)* (Yogyakarta: Deepublish, 2018).

⁸ Edwin Zusrony, *PERILAKU KONSUMEN* (Semarang: Yayasan Prima Agus Teknik, 2020).

⁹ Sulistyo Budi Utomo, *Pemasaran Digital : Strategi Dan Taktik* (Jakarta:PT. Sanskara Karya Internasional, 2024).

technologies to directly connect consumers and companies through various forms of information and communication¹⁰.

Technologies such as digital marketing enable companies to communicate more effectively with consumers regarding their sustainability efforts, further reinforcing the importance of sustainable marketing¹¹.

According to Vidy E. and Samadi L., the indicators of digital marketing are, first, Accessibility the ability of consumers to access information and services available online, including advertisements. Second, Interactivity a form of two-way interaction where advertisers and customers can communicate with each other and respond to what is presented. Third, Entertainment: the ability of advertising to provide satisfaction or entertainment to customers; typically, many ads combine entertainment with information. Fourth, Credibility: the extent to which ads appearing online provide information that is trustworthy, credible, unbiased, and specific. Fifth, Irritation, obstacles encountered in online advertising, such as manipulated ads that cause customers to have a bad experience or lead to fraud. Sixth, Informativeness, ads must provide an accurate description of a product in order to deliver economic benefits to consumers¹².

Environmental awareness is an effort to foster awareness not only regarding waste, pollution, reforestation, and the protection of endangered species, but more importantly, to awaken the environmental consciousness of the Indonesian people especially today's youth so they may love a just, prosperous, and sustainably preserved Indonesia¹³. The public is increasingly aware of the negative impacts of business activities on the environment. With this awareness, consumers are gravitating toward environmentally friendly products, which ultimately compels companies to adopt more sustainable business practices¹⁴.

The indicators of environmental awareness are as follows: first, General Beliefs/Values, which describe an individual's concern and beliefs regarding the environment. Second, Information/Knowledge, to measure the level of information or knowledge a person possesses regarding environmental issues. Third, Personal Attitudes, which refer to an individual's behavior toward personal actions or involvement in pro-environmental attitudes¹⁵.

According to Kotler and Armstrong, product quality refers to the characteristics possessed by goods and services that support their ability to meet consumer needs¹⁶. Product quality is a key aspect that every company must prioritize if it wishes for its products to compete in the market¹⁷. Products occupy a central

¹⁰ Riska Ariana, *Dasar-Dasar Manajemen Pemasaran (Konsep Dan Strategi Pada Era Digital)* (Bandung: CV. Media Sains Indonesia, 2016).

¹¹ Johni Eka Putra and Jacy Tubalawony, *Manajemen Pemasaran Berkelanjutan : Teori Dan Praktik* (Jawa Barat:PT. Arunika Aksa Karya, 2024).

¹² Ramli, *DIGITAL MARKETING CONTENT* (Batam: Yayasan Cendikia Mulia Mandiri, 2024).

¹³ Yanti Dasrita, *KESADARAN LINGKUNGAN SISWA* (Surabaya: CV. Cipta Media Edukasi, 2018).

¹⁴ Putra and Tubalawony, *Manajemen Pemasaran Berkelanjutan : Teori Dan Praktik*.

¹⁵ Dasrita, *KESADARAN LINGKUNGAN SISWA*.

¹⁶ RosnainiDaga, *Citra Perusahaan, Kualitas Produk Dan Kepuasan Pelanggan* (Makasar:Gobal Research and Consulting Institute, 2019).

¹⁷ Pahmi, *Kualitas Produk Dan Harga Mempengaruhi Minat Beli Masyarakat*, ed. Abdul Karim (Makasar:PT.Nas Media Indonesia, 2024).

position in every sales transaction, both offline and online, as they are one of the key components that significantly determine business success.

Indicators of product quality include, first, product characteristics how many advantages or unique functions a product possesses that others do not. Second, conformity, aimed at assessing whether a product meets or is compatible with specific quality standards. Third, durability if a product can be used by consumers for years while remaining in good condition, it demonstrates good durability. Fourth, reliability, which ensures that the manufactured product will not break or fail in its function. Fifth, design, which relates to the product's aesthetics or appearance such as color and packaging which can influence consumer interest¹⁸.

Purchase intention is the stage at which consumers have made a choice, purchased a product, and consumed it¹⁹. According to Kotler & Keller, purchase intention is a consumer action that demonstrates their interest in a product, thereby motivating them to purchase that product or service²⁰. Purchase intention toward environmentally friendly products refers to the likelihood or willingness of consumers to purchase goods with eco-friendly features as a consideration before buying a product²¹.

The indicators of purchase interest are as follows: first, transactional interest, which is an individual's tendency to purchase a specific product. Second, referential interest, which is a person's inclination to recommend the product to others. Third, preferential interest, which is an individual's behavior demonstrating a strong attraction to the product. Fourth, exploratory interest, which is the interest of people who continue to seek information about the products they are interested in and look for other products that can complement the characteristics of those products²².

The research model was developed based on theory and previous research findings. The previous studies referenced for the development of this research model are as follows: research by Sutanto and Kusuma²³ indicates that digital marketing strategies have a positive and significant impact on consumer interest in purchasing. Research by Imammudin, Putri, and Rohmawati²⁴ indicates that social media marketing has a significant and positive impact on interest in purchasing eco-

¹⁸ Raymond Ci, Angela Mari, "RUMAH DI GOLDEN CITY RESIDENCE KOTA BATAM," 2015.

¹⁹ Yuni Satria Tirtayasa, Satria, Hazmanan Khair, *Manajemen Pemasaran Dalam Memoderasi Minat Beli Mobil Listrik*, 2020.

²⁰ Indra Sani et al., *PERILAKU KONSUMEN* (Jawa Tengah: CV.EUREKA MEDIA AKSARA, 2024).

²¹ Rinnanik Sri Rahayu, Ahmad Mustofa, *Monograf: Niat Beli Produk Hijau* (Jawa Barat: CV.Adanu Abimata, 2022).

²² Tirtayasa, Satria, Hazmanan Khair, *Manajemen Pemasaran Dalam Memoderasi Minat Beli Mobil Listrik*.

²³ Yufi Priyo Sutanto and Abdi Pandu Kusuma, "Strategi Pemasaran Digital Dengan Smart Green Packaging Untuk Meningkatkan Minat Beli Generasi Z Produk UMKM Blitar," *JAMEK)(Jurnal Akutansi Manajemen Ekonomi Dan Kewirausahaan)* 05, no. 03 (2025): 656–63.

²⁴ Yusuf Imammudin, Tyas Eka Permata Putri, and Shintya Putri Rohmawati, "Strategi Pemasaran Media Sosial: Membangun Citra Merek Dan Kepercayaan Untuk Meningkatkan Minat Beli Produk Ramah Lingkungan," *Jurnal Edukasi Ekonomi* 8, no. 2 (2024): 21–32, <http://jurnal.untan.ac.id/JEE8>.

friendly products. Research by Ngurah and Dharma²⁵ indicates that digital marketing and product quality have a positive and significant influence on consumer purchase intent.

Research by Hamida, Krisnawati, and Hayya²⁶ shows that green awareness has a positive and significant impact on the interest in purchasing green products. Research by Kusumawati shows that environmental awareness has a significant and positive effect on the purchase intent of eco-friendly products.²⁷ Research by Nadaaulia shows that environmental awareness and product quality have a positive and significant influence on the intent to purchase green products²⁸. Research by Pramesti and Setyawan shows that product quality has a positive and significant influence on the desire to purchase eco-friendly products²⁹. Research by Sisrika shows that product quality and environmental awareness have a positive and significant influence on the interest in purchasing sustainable products³⁰. Thus, the results of this study can be used as an empirical basis for the hypotheses of this study. Based on previous research, the relationship between variables is as follows:

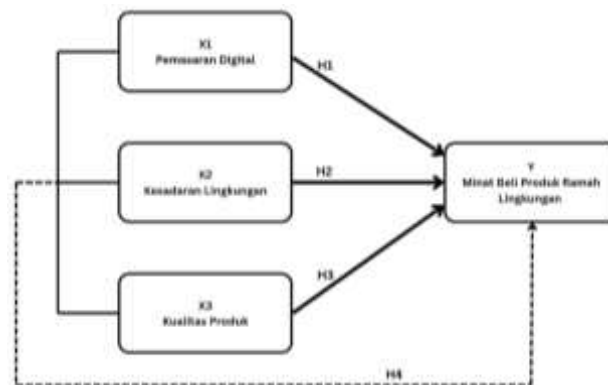


Figure 1
Development of the Research Model

²⁵ I Gusti Ngurah and Agung Dharma, "Pengaruh Digital Marketing Dan Kualitas Produk Terhadap Minat Beli Konsumen," *Jurnal Manajemen, Kewirausahaan Dan Pariwisata* 2, no. 2 (2022): 486–92.

²⁶ Linda Tri Hamida, Maria Krisnawati, and Hazrina Hayya, "Pengaruh Green Awareness Terhadap Minat Beli Produk Kosmetik Hijau Pada Konsumen Generasi Z," *Jurnal Beauty and Beauty Health Education* 14, no. 1 (2025): 23–31, <https://journal.unnes.ac.id/sju/index.php/bbhe%0APengaruh>.

²⁷ R.D Kusumawati et al., "Pengaruh Kesadaran Lingkungan, Kepedulian Lingkungan, Pengetahuan Produk Dan Kesiapan Membayar Terhadap Minat Produk Ramah Lingkungan," *Jurnal Ilmiah Ekonomi Dan Bisnis* 16, no. 2 (2023): 422–36.

²⁸ Keysha Nadaaulia, "(Studi Pada Remaja Dan Masyarakat Di Cipondoh Tangerang) (Studi Pada Remaja Dan Masyarakat Di Cipondoh Tangerang)," 2024.

²⁹ Cantika Widi Pramesti and Anton Agus Setyawan, "Pengaruh Citra Merek, Kualitas Produk Dan E-Wom Terhadap Minat Beli Produk Ramah Lingkungan," *Jurnal Bina Bangsa Ekonomika* 17, no. 1 (2024): 714–24.

³⁰ Sisrika, "Pengaruh Kualitas Produk, Pengetahuan Lingkungan, Sikap Lingkungan Dan Kesadaran Lingkungan Terhadap Minat Beli Produk Berkelanjutan (Produk Sepeda Motor Listrik Di Kota Yogyakarta)." 2024.

The development model described above was derived from a comparison of theory and previous research. This model will be used by the researcher as a research framework for the relationships among variables.

These hypotheses are derived from several theories and previous studies. Thus, the hypotheses can be formulated as follows:

- H1 : Digital marketing has a significant effect on Generation Z's interest in purchasing eco-friendly products in Tulungagung.
- H2 : Environmental awareness has a significant effect on Generation Z's interest in purchasing eco-friendly products in Tulungagung.
- H3 : Product quality has a significant effect on the purchase intention of eco-friendly products among Generation Z in Tulungagung.
- H4 : Digital marketing, environmental awareness, and product quality have a significant effect on Generation Z's interest in purchasing eco-friendly products in Tulungagung.

METHOD

This study employs a quantitative approach as its methodological foundation. The study is of an associative nature, meaning it aims to identify relationships between variables Abubak³¹. The population for this study consists of Generation Z across all 19 sub-districts in Tulungagung. Data collection was conducted over approximately one month, specifically from December to January. The research instrument used was a questionnaire distributed to respondents via online platforms.

The sample in this study consisted of 100 respondents selected from Generation Z in Tulungagung, with the criteria being that Generation Z members were born between 1997 and 2012 or were aged 18–25 years. These criteria were used to ensure that respondents had a sufficient understanding of eco-friendly products. The data collection instrument, a questionnaire, used a 5-point Likert scale, with a range of values from 1 (strongly disagree) to 5 (strongly agree). This scale was used to measure various variables such as digital marketing, environmental awareness, product quality, and interest in purchasing eco-friendly products. The following are the 19 subdistricts in Tulungagung that were included in the sample for this study; the sample distribution for each subdistrict is shown in the table below:

³¹ Rifa'i Abubakar, *Pengantar Metodologi Penelitian* (Yogyakarta: SUKA-Press UIN Sunan Kalijaga, 2021).

Table 1
Distribution of Generation Z Respondents in Tulungagung

Subdistrict	Number	Percentage
Besuki	1	1%
Bandung	2	2%
Pakel	1	1%
Campurdarat	7	7%
Tanggunggunung	0	0%
Kalidawir	4	4%
Pucanglaban	1	1%
Rejotangan	28	28%
Ngunut	12	12%
Sumbergempol	6	6%
Boyolangu	10	10%
Tulungagung	5	5%
Kedungwaru	10	10%
Ngantru	4	4%
Karangrejo	1	1%
Kauman	6	6%
Gondang	1	1%
Pagerwojo	1	1%
Sendang	0	0%
Total	100	100%

According to data from the Central Statistics Agency (2021), there are 247,439 members of Generation Z in Tulungagung Regency. Based on this proportion, 100 respondents were selected from the total population of 247,439 using the Slovin formula. The determination of the population and sample sizes was conducted based on valid statistical theories and methods to ensure that the research results have a high level of reliability.

The data analysis used in this study was Multiple Linear Regression, conducted using SPSS 27.0 software. This analysis involved several steps: first, a validity test to measure the validity of an instrument; second, a reliability test to examine the consistency of data generated by measurements of the same object; Third, a classical assumption test using a normality test to determine whether each variable has a normal distribution, a heteroscedasticity test to determine whether there are differences in variance, and a multicollinearity test to assess the strength of the relationship between independent variables in the regression model. Fourth, multiple linear regression tests to determine whether there is a functional or causal relationship between one or more independent variables and the dependent variable. Fifth, hypothesis testing using a partial test (t-test) to calculate the effect of each independent variable on the dependent variable, and a simultaneous test (F-test) to test whether all independent variables collectively influence the dependent

variable. Sixth, the coefficient of determination to measure the extent of the independent variables' influence on the dependent variable.

RESULT AND DISCUSSION

This analysis is used to assess the extent to which a measurement instrument can perform its function accurately, namely, the ability to accurately describe the variable under study. A research instrument can be declared valid if the calculated r value exceeds the table r ($r_{\text{calculated}} > r_{\text{table}}$) at a significance level of 0.05. In this study's, the df value was $100 - 2 = 98$, resulting in a table r of 0.196. The following are the results of the validity tests conducted:

Table 2
Validity Test Results

Variabel	Item	R hitung	R tabel	Keterangan
Digital Marketing (X_1)	$X_{1.1}$	0,671	0,196	Valid
	$X_{1.2}$	0,600	0,196	Valid
	$X_{1.3}$	0,519	0,196	Valid
	$X_{1.4}$	0,655	0,196	Valid
	$X_{1.5}$	0,685	0,196	Valid
	$X_{1.6}$	0,400	0,196	Valid
	$X_{1.7}$	0,474	0,196	Valid
Environmental Awareness (X_2)	$X_{2.1}$	0,615	0,196	Valid
	$X_{2.2}$	0,734	0,196	Valid
	$X_{2.3}$	0,597	0,196	Valid
	$X_{2.4}$	0,728	0,196	Valid
	$X_{2.5}$	0,596	0,196	Valid
	$X_{2.6}$	0,710	0,196	Valid
	$X_{2.7}$	0,705	0,196	Valid
Product Quality (X_3)	$X_{3.1}$	0,641	0,196	Valid
	$X_{3.2}$	0,746	0,196	Valid
	$X_{3.3}$	0,631	0,196	Valid
	$X_{3.4}$	0,697	0,196	Valid
	$X_{3.5}$	0,815	0,196	Valid
	$X_{3.6}$	0,739	0,196	Valid
	$X_{3.7}$	0,687	0,196	Valid
Interest in purchasing eco-friendly products (Y)	$Y_{.1}$	0,656	0,196	Valid
	$Y_{.2}$	0,776	0,196	Valid
	$Y_{.3}$	0,762	0,196	Valid
	$Y_{.4}$	0,732	0,196	Valid
	$Y_{.5}$	0,737	0,196	Valid
	$Y_{.6}$	0,715	0,196	Valid
	$Y_{.7}$	0,693	0,196	Valid
	$Y_{.8}$	0,744	0,196	Valid

Based on the table above, it can be seen that all questionnaire items show a calculated r value higher than the table r value at a significance level of 0.05. This indicates that all research instruments are valid, as they can accurately measure the variables under study.

The reliability test was conducted to determine the extent to which the measurement results are consistent and reliable. A variable can be categorized as reliable if the Cronbach's Alpha value is greater than 0.60. The following are the results of the calculations obtained:

Table 3
Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Digital Marketing	0,608	Reliabel
Environmental Awareness	0,786	Reliabel
Product Quality	0,830	Reliabel
Interest in purchasing eco-friendly products	0,871	Reliabel

The research instruments used in this study were deemed reliable because the Cronbach's Alpha values for all variables were greater than 0.60. This indicates that the instruments have good consistency in measuring each variable, so the measurement results are trustworthy and stable.

This test was conducted to determine whether the data obtained followed a normal distribution or not, so that the appropriate statistical technique could be selected. Data can be declared normally distributed if the Asymp.Sig (2-tailed) value is greater than 0.05.

Table 4
Results of the Normality Test

		Unstandardized Residual
N		100
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	2.58984414
Most Extreme Differences	Absolute	.086
	Positive	.070
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed) ^c		.067

Based on the table above, the significance value (Asymp. Sig) is 0.067. This value is higher than the predetermined significance level of 0.05. It can be concluded that the variables of digital marketing, environmental awareness, product quality, and interest in purchasing eco-friendly products have a normal distribution because the Asymp. Sig (2-tailed) value is greater than 0.05.

A multicollinearity test was conducted to determine whether there is a significant relationship between the independent variables in a regression model. A model can be said to be free of multicollinearity if it has a tolerance value greater than 0.1 and a VIF value less than 10.

Table 5
Results of the Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.621	1.611
	Environmental Awareness	.616	1.623
	Product Quality	.643	1.555

Based on the table above, it can be seen that all independent variables have a tolerance value greater than 0.10 and a VIF value less than 10. Thus, it can be concluded that there is no multicollinearity among the independent variables in the constructed regression model.

This test was conducted to determine whether there are differences in the variation of residuals between one observation and another within a regression model. The Glejser Test was used to ensure that the regression model is free from the assumption of heteroscedasticity. If the Sig. value is less than 0.05, then heteroscedasticity is confirmed, and vice versa.

Table 6
Results of the Heteroscedasticity Test

Model		Sig.
1	(Constant)	.161
	Digital Marketing	.852
	Environmental Awareness	.463
	Product Quality	.129

Based on the table above, it shows that all independent variables have a Sig. value > 0.05. Thus, it can be concluded that there is no heteroscedasticity in the constructed regression model.

The purpose of multiple linear regression is to determine whether Generation Z in Tulungagung influences the interest in purchasing eco friendly products or not. The following table shows the results of the multiple linear regression test.

Table 7
Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B Std. Error		Beta		
		B	Std. Error	Beta		
1	(Constant)	-1.701	2.828		-.602	.549
	Digital Marketing	.336	.109	.243	3.075	.003

Environmental Awareness	.214	.110	.154	1.943	.055
Product Quality	.619	.091	.530	6.823	.000

Based on the regression equation above, a preliminary relationship .530 6,823 .000 between the independent and dependent variables can be observed, leading to the following conclusions: the constant (a) value of -1.701, which is negative, indicates that without the influence of independent variables, purchase interest tends to be negative. The positive regression coefficient for digital marketing (b1) of 0.336 indicates a direct relationship, where a one-unit increase in this variable increases purchase intent by 0.336 when other variables remain constant. The positive environmental awareness coefficient (b2) of 0.214 indicates a positive relationship, with a 0.214 increase in purchase interest per unit. Additionally, the positive product quality coefficient (b3) of 0.619 is the most dominant, where a one-unit increase in this variable boosts purchase interest by 0.619 while holding other variables constant.

The T-test was conducted to determine the partial effect of the independent variables on the dependent variable. The criteria for this test state that if the calculated t-value is greater than the critical t-value and the significance level (α) is less than 0.05, then the alternative hypothesis (H1) is accepted; otherwise, the null hypothesis (H0) is accepted. The t-distribution table uses degrees of freedom (df) = 100–3 = 97 with a significance level of 0.05, which is 0.197.

Table 8
Results of the Partial Test (T-Test)

Model	t	Sig.
1 (Constant)	-.602	.549
Digital Marketing	3.075	.003
Environmental Awareness	1.943	.055
Product Quality	6.823	.000

Based on the above partial tests, the effects can be explained as follows: digital marketing has a positive and significant effect (calculated t- e 3.075 > table t- e 0.197; sig 0.003 < 0.05), so H1 is accepted and the better the digital marketing, the more it increases purchase interest. Environmental awareness has a positive but insignificant effect (t-calculated 1.943 > t-table 0.197; sig 0.055 > 0.05), so H2 is rejected even though the direction is the same but the effect is statistically weak. Product quality has a positive and significant effect (t-calculated 6.823 > t-table 0.197; sig. 0.000 < 0.05), so H3 is accepted and the higher the product quality, the greater the consumer's purchase interest.

The F-test was conducted to assess the significance of the combined effect of the three independent variables on the dependent variable. The acceptance criteria for the F-test state that H0 is accepted if the calculated F value is less than the critical F-value or the significance level is greater than 0.05, and vice versa. In the F distribution table, the degrees of freedom are df (n1) = 3, while df (n2) = 100–3–1 = 96; at a significance level of 0.05, this yields an F table value of 1.985.

Table 9

Results of the Simultaneity Test (F-Test)					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1116.818	3	372.273	53.821	.000 ^b
Residual	664.022	96	6.917		
Total	1780.840	99			

Based on the simultaneous test, $F_{\text{calculated}}$ is 53.821 and the significance value is 0.000. The results indicate that $F(\text{calculated}) > F_{\text{table}} (53.821 > 1.985)$ and the significance value of 0.000 is less than 0.05. Therefore, it can be concluded that digital marketing, environmental awareness, and product quality collectively influence the purchase intention for eco-friendly products.

The coefficient of determination (adjusted R^2) was tested to assess how well the regression model explains the variation in the dependent variable, with values ranging from zero to one ($0 < R^2 < 1$). A low adjusted R^2 value indicates that the independent variables are less capable of explaining the changes in the dependent variable.

Table 10

Results of the Coefficient of Determination Test (adjusted R^2)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.615	2.630

Based on the table above, it can be seen that the adjusted R-squared 2.630 value is 0.615. This coefficient of determination indicates that the variables of digital marketing, environmental awareness, and product quality contribute 61.50% to the variation in the purchase intention for eco-friendly products. Thus, the three independent variables used in this study play a significant role in influencing the purchase intention for eco-friendly products.

Digital marketing has a positive and significant effect on the purchase intention for environmentally friendly products (sig. $0.003 < 0.05$; calculated t 3.075 > table t 0.197), so H_1 is accepted with a positive regression coefficient of 0.336, indicating that a one-unit increase in digital marketing increases purchase intention by 0.336. This finding aligns with the theory of Chaffey and Chadwick (2025), which emphasizes digital marketing as the integration of technology and online platforms to effectively reach consumers through indicators such as accessibility, interactivity, entertainment, credibility, irritation, and informativeness, so that optimal digital strategies can increase consumer interest in eco-friendly products.

These results are consistent with the studies by, Az-Zahra (2022), and Imammudin, Putri, and Rohmawati (2024), which found a positive and significant effect of digital marketing on purchase intent. For optimization, businesses are advised to maximize social media and interactive content that is informative and credible to build trust and encourage purchases. Overall, this study strengthens the empirical evidence of the influence of digital marketing with the advantage of comprehensive indicator analysis, although it is limited to the generalization of Generation Z respondents.

Environmental awareness has a positive but non-significant effect on the purchase intention of eco-friendly products (t -calculated 1.943 > t table 0.197; sig. 0.055 > 0.05), so H2 is rejected with a regression coefficient of 0.214, indicating a unidirectional relationship but one that is statistically weak. This finding contradicts the theory by , which states that environmental awareness motivates the choice of sustainable products through indicators of belief, knowledge, and personal attitude; however, among Generation Z, this awareness has not yet translated into actual purchasing behavior because functional factors such as price and promotions are more dominant.

These results align with Pradani (2025) , which found no significant influence on Generation Z, in contrast to Hamida, Krisnawati, and Hayya (2025) and Dina Febriana Anggraini (2022) , which reported a strong influence. The implication is that increased awareness needs to be combined with practical incentives to bridge the attitude-behavior gap. This study excels in revealing the dynamics of Generation Z with comprehensive indicators, but is weak in terms of subjective questionnaire measurements and sample limitations.

Product quality has a positive and significant effect on the interest in purchasing eco-friendly products with a value (sig. 0.000 < 0.05; t calculated 6.823 > t -table 0.197), so H3 is accepted with the highest regression coefficient of 0.619, where a one-unit increase in quality increases purchase interest by 0.619. This aligns with Kotler and Armstrong's theory(2019) , which defines quality as a product's ability to meet needs through indicators such as product features, suitability, durability, reliability, and design; thus, high-quality eco-friendly products foster satisfaction and loyalty.

These findings are consistent with those of, Pramesti and Setyawan (2024) , and Sisrika (2024) , who found similar effects on green products. Manufacturers are advised to prioritize high-quality eco-friendly materials to strengthen market competitiveness. This study makes a significant contribution with strong empirical evidence and theoretical support, although it is susceptible to respondent perception bias and regional generalization limitations.

Digital marketing, environmental awareness, and product quality simultaneously influence the purchase intention for eco-friendly products, with a significance value of 0.000 < 0.05; calculated $F = 53.821$ > critical $F = 1.985$, thus H4 is accepted, confirming the collective contribution of digital marketing, environmental awareness, and product quality.

These findings support Kotler & Keller's theory (2024) that purchase interest arises from an individual's drive toward products that meet their needs, where digital marketing provides information, environmental awareness shapes values, and quality ensures satisfaction. These results align with the studies by Ngurah and Dharma (2022) and Nadaaulia (2024), Which found the simultaneous influence of similar variables on green purchase intention. The practical implication is that an integrated strategy involving these three factors is necessary to maximize Generation Z consumers' interest. This study is strong in its multivariate analysis and relevance to contemporary issues, but is limited by sample size and the subjectivity of primary data.

CONCLUSION

Based on the results of this study, digital marketing and product quality have a positive and significant influence on Generation Z's purchase intention toward eco-friendly products in Tulungagung, while environmental awareness has a positive but insignificant effect. Together, these three variables explain 61.5% of the variation in purchase intention, with product quality emerging as the strongest determinant, followed by digital marketing. These findings indicate that Generation Z's purchasing decisions are driven primarily by product quality and effective digital marketing strategies, whereas environmental awareness has not yet been translated into actual purchasing behavior due to the stronger influence of functional considerations such as price and product benefits. Therefore, companies should prioritize improving product quality and optimizing digital marketing through informative, interactive, and credible online content while strengthening environmental education to encourage sustainable consumption. This study also contributes to the literature on consumer behavior toward eco-friendly products and suggests that future research should include additional variables to better explain the role of environmental awareness in shaping purchase intention.

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