

**PENGARUH *GREEN PRODUCT INNOVATION* DAN  
*GREEN ADVERTISING* TERHADAP *ECO-FRIENDLY*  
*PURCHASING INTENTION* PADA *PRODUCT SOLUSI*  
*MARTHA TILAAH ORGANIC RENEWAGE***

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui gambaran *Green Product Innovation*, *Green Advertising*, dan *Eco-Friendly Purchasing Intention* pada produk Solusi Martha Tilaar *Organic Renewage*, serta mengetahui besaran pengaruh secara parsial dan simultan terhadap *Eco-Friendly Purchasing Intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel berjumlah 233 responden yang ditentukan dengan teknik *purposive sampling*, yaitu konsumen yang mengikuti akun Instagram resmi Solusi Martha Tilaar *Organic Renewage*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa *Green Product Innovation*, *Green Advertising* berada pada kategori baik, dan *Eco-Friendly Purchasing Intention* berada pada kategori tinggi. Secara parsial, *Green Product Innovation* berpengaruh positif dan signifikan terhadap *Eco-Friendly Purchasing Intention* dengan kontribusi sebesar 27%, sedangkan *Green Advertising* memberikan pengaruh positif dan signifikan sebesar 31,7%. Secara simultan, keduanya berpengaruh signifikan dengan kontribusi sebesar 41,2%. Temuan ini menegaskan bahwa kombinasi inovasi produk ramah lingkungan dengan strategi iklan berbasis keberlanjutan mampu meningkatkan niat konsumen untuk membeli produk ramah lingkungan. Penelitian ini menekankan pentingnya peran inovasi produk dan periklanan hijau dalam membentuk perilaku konsumen peduli lingkungan, serta memberikan implikasi praktis bagi perusahaan dalam menyusun strategi pemasaran berkelanjutan.

**Kata Kunci:** *Green Product Innovation*, *Green Advertising*, *Eco-Friendly Purchasing Intention*.

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*This study aims to examine the overview of Green Product Innovation, Green Advertising, and Eco-Friendly Purchasing Intention on Solusi Martha Tilaar Organic Renewage products, as well as to determine the partial and simultaneous influence on eco-friendly purchase intention. The type of research employed is descriptive and verificative with a quantitative approach. The sample consisted of 233 respondents determined through purposive sampling, namely consumers who follow the official Instagram account of Solusi Martha Tilaar Organic Renewage. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 27. The Result Green Product Innovation, Green Advertising are in the good category, and Eco-Friendly Purchasing Intention is in the high category. Partially, Green Product Innovation has a positive and significant influence on Eco-Friendly Purchasing Intention with a contribution of 27%, while Green Advertising exerts a positive and significant influence of 31.7%. Simultaneously, both variables significantly influence eco-friendly purchasing intention with a contribution of 41.2%. These findings confirm that the combination of environmentally friendly product innovation and sustainability-based advertising strategies can enhance consumers' intention to purchase eco-friendly products. This study highlights the importance of product innovation and green advertising in shaping environmentally conscious consumer behavior, while also providing practical implications for companies in developing sustainable marketing strategies.*

**Keywords: Green Product Innovation, Green Advertising, Eco-Friendly Purchasing Intention.**