ABSTRACT

This study analyzez the impact of Green Advertising, Online Interpersonal Influence, and Electronic Word of Mouth (e-WOM) on Green Purchase Intention through Attitude among Gen Z consumers of Garnier cosmetics in Semarang. A sample of 147 respondents gathered via purposive sampling was analyzed using PLS-SEM with SmartPLS 4. Results indicate that Green Advertising, Online Interpersonal Influence, and e-WOM positively and significantly affect Attitude, with e-WOM have significant positiveeffects on Attitude, with e-WOM being the strongest predictor. Furthermore, Attitude, Green Advertising, and e-WOM directly drive Green Purchase Intention. Specific indirect effect testing confirms that Attitude only mediates the effect of e-WOM on Green Purchase Intention (complementary partial mediation). The mediating role of Attitude on Green Advertising is statistically insignificant due to its direct path, while Online Interpersonal Influence shows no significant direct or indirect impact on Green Purchase Intention. Garnier is recommended to enhance eco-label transparency and leverage authentic user feedback to strengthen green buying intent among youth.

***Keywords** : Green Advertising, Online Interpersonal Influence, Electronic Word of Mouth, Attitude, Green Purchase Intention, Garnier*

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