

ABSTRACT

The fashion industry is the third largest industry in the world after the automotive and technology industries which can cause landfills because more than 150 billion clothes are produced in the world every year. The fast fashion industry generates enormous waste and pressure on the environment. Japanese clothing retailer Uniqlo, which is part of a company called Fast Retailing, denies being part of the fast fashion business model. by creating several innovations to protect the environment in the future. It is hoped that this will increase awareness of the environment through various forms of advertisements made by Uniqlo which are consumer intentions to buy Uniqlo products. This research was conducted to examine the effect of environmental advertising on green purchase intention as a mediating variable for environmental awareness at Uniqlo companies in Solo City. The research method used in this study is a quantitative method with Structural Equation Modeling (SEM) analysis techniques using SMART PLS software. Purposive sampling with 100 respondents. used as a sampling method. Each variable in this criterion has a good percentage criterion with an environmental advertisement variable value of 78.73%, an environmental awareness variable of 79.9% and a change in green purchase intention of 82.2%, a good consumer rating. Environmental advertising has a positive and significant effect on green purchase intention as an intervening environmental awareness variable with a contribution of 79%.

Keywords : *Environmental Advertisement, Green Purchase Intention, Environmental Awareness*