

ABSTRACT

The fast fashion industry has a significant impact on the environment, prompting companies such as Uniqlo to implement green marketing strategies in their Eco Label product lines. This study aims to analyze the effect of green marketing mix (green product, green price, green place, green promotion) on repurchase intention, with green knowledge as a moderator variable among students in Bandung City.

The method used is quantitative with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach and non-probability sampling technique, involving 385 respondents. The results showed that all variables in the green marketing mix had a positive and significant effect on repurchase intention. Green knowledge was shown to significantly moderate the relationship between green product and green price on repurchase intention, but did not moderate the relationship between green place and green promotion.

These findings emphasize the importance of environmental education in shaping sustainable consumption behavior and the relevance of green marketing strategies in increasing consumer loyalty to environmentally friendly products.

Keywords: *Green Marketing Mix, Repurchase Intention, Green Knowledge*