ABSTRACT

The issue of environmental sustainability has led to increased awareness of green consumption practices, especially among the younger generation. Gen Z students as part of the productive population have great potential in shaping environmentally friendly consumption behavior. However, the adoption of green consumption does not only depend on individual intentions, but is also influenced by various factors such as environmental literacy and financial literacy.

This study aims to determine the effect of environmental literacy and financial literacy on green consumption behavior among Gen Z students in Indonesia, both partially and simultaneously. This research uses quantitative methods with a descriptive approach, and data analysis is carried out validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination and hypothesis testing.

The t test results show that environmental literacy has a significant effect but in a negative direction, while financial literacy has a positive and significant effect on green consumption. The results of the F test show that environmental literacy and financial literacy simultaneously have a significant effect on green consumption behavior, with an Fcount value of 58.504> Ftable 3.03 and a significance of 0.000 <0.05. The coefficient of determination (R^2) value is 0.321, which means that the two independent variables only explain 32.1% of the variation in green consumption behavior. This research is expected to serve as a reference for further research and become the basis for developing policies and educational programs related to sustainability, especially among Gen Z.

Keywords: environmental literacy, financial literacy, green consumption, student, gen z