

ABSTRAK

Judul : Pengaruh *Green Marketing* Terhadap Keputusan Pembelian Melalui Minat Beli Studi Kasus pada Konsumen Starbucks, Jakarta Utara.
Nama : Nadia Panjaitan
Program Studi : S-1 Manajemen

Penelitian ini menguji pengaruh *green product* dan *green advertising* terhadap minat beli dengan variabel Keputusan Pembelian sebagai variabel intervening. Metode analisis yang digunakan dalam penelitian ini adalah analisis jalur. Teknik Pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan teknik *purposive sampling*. Jumlah sampel yang digunakan sebanyak 155 responden yang merupakan konsumen Starbucks, Jakarta Utara. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh signifikan antara *green product* dan *green advertising* terhadap keputusan pembelian, *green advertising* terhadap minat beli serta pengaruh signifikan antara keputusan pembelian terhadap minat beli dan hasil yang tidak signifikan antara *green product* terhadap minat beli. Serta hasil dalam penelitian ini menunjukkan ternyata variabel keputusan pembelian dapat memediasi hubungan antara *green product* dan *green advertising* terhadap minat beli

Kata kunci : *Green Product*, *Green advertising*, Minat Beli, Keputusan Pembelian

ABSTRACT

Title : The Effect of Green Marketing on Purchasing
Decisions through Purchase Intention Case Study at Starbuck,
North
Jakarta
Name : Nadia Panjaitan
Study Program : S-1 Management

This study examines the effect of green product and green advertising on purchase intention with the Purchasing Decision variable as an intervening variable.

The analytical method used in this research is path analysis. The sampling technique used in this study was non-probability sampling with a purposive sampling technique. The number of samples used was 155 respondents who were Starbucks consumers, North Jakarta. The results of this study indicate that there is a significant influence between green product and green advertising on purchasing decisions, green advertising on purchase intention and a significant effect between purchasing decisions on purchase intention and the insignificant results between green products on purchase intention. And the results in this study indicate that the purchasing decision variable can mediate the relationship between green product and green advertising on purchase intention

Keywords : *Green product, Green advertising, Purchase Intention, Purchasing Decision*

