

ABSTRAK

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Pengaruh *Green Marketing* dan *Brand Image* Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen Kopi Starbucks Di DKI Jakarta)

138 Halaman + xiv Halaman + 14 Tabel + 5 Gambar dan 5 Lampiran

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menganalisis bagaimana pengaruh *green marketing* dan *brand image* terhadap keputusan pembelian dengan minat beli sebagai faktor mediasi. Penelitian di desain sebagai *explanatory research*. Populasi penelitian adalah konsumen kopi Starbucks dengan jumlah sampel sebanyak 130 responden. Data dikumpulkan dengan menggunakan instrument kuesioner. Analisis data menggunakan metode *Partial Least Square Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa: (1) *green marketing* berpengaruh positif dan signifikan terhadap minat beli (2) *brand image* berpengaruh positif dan signifikan terhadap minat beli (3) *green marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian (4) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian (5) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian (6) minat beli tidak memediasi *green marketing* terhadap keputusan pembelian (7) minat beli dapat memediasi *brand image* terhadap keputusan pembelian.

Kata Kunci : *green marketing*, *brand image*, keputusan pembelian dan minat beli.

ABSTRACT

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The Effect of Green Marketing and Brand Image on Purchase Decisions with Purchase Intention as a Mediation Variable and Its Review from an Islamic Perspective (Case Study on Starbucks Coffee Consumers in DKI Jakarta)

138 Pages + xiv Pages + 14 Table + 5 Pictures and 5 Attachments

Abstract Description

This study was conducted with the aim of analyzing how the influence of green marketing and brand image on purchasing decisions with purchase intention as a mediating factor. The research was designed as an explanatory research. The research population is Starbucks coffee consumers with a total sample of 130 respondents. Data were collected using a questionnaire instrument. Data analysis using Partial Least Square Structural Equation Modeling method. The results showed that: (1) green marketing had a positive and significant effect on buying interest (2) brand image had a positive and significant effect on buying interest (3) green marketing had a positive and significant effect on purchasing decisions (4) brand image had a positive and significant effect on purchasing decisions (5) buying interest has a positive and significant effect on purchasing decisions (6) buying interest not mediate green marketing on purchasing decisions (7) buying interest can mediate brand image on purchasing decisions.

Keywords : *green marketing, brand image, purchasing decisions and buying interest.*