

ABSTRAK

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Peran *Brand Image* Dalam Memediasi Pengaruh *Green Marketing* Terhadap Minat Beli Serta Ditinjau Dari Sudut Pandang Islam (Studi Pada Konsumen Air Minum Dalam Kemasan AQUA Di DKI Jakarta)

126 halaman + xv halaman + 30 tabel + 7 gambar dan 3 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *green marketing* terhadap minat beli air minum dalam kemasan AQUA. Selain itu, peneliti ini juga untuk mengetahui apakah *brand image* memediasi *green marketing* terhadap minat beli air minum dalam kemasan AQUA serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini ialah pembeli air minum dalam kemasan AQUA dengan jumlah sampel sebanyak 130 responden. Teknik pengambilan sampel menggunakan metode non probability sampling, dengan teknik purposive sampling melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis jalur (*path analysis*).

Hasil Penelitian menunjukkan bahwa (1) *green marketing* berpengaruh positif dan signifikan terhadap *brand image* (2) *green marketing* berpengaruh positif dan signifikan terhadap minat beli (3) *brand image* berpengaruh positif dan signifikan terhadap minat beli (4) *brand image* memediasi pengaruh *green marketing* terhadap minat beli. Nilai Adjusted R² menunjukkan bahwa seluruh variabel independen mempunyai pengaruh terhadap minat beli sebesar 0,649 atau 64,9%, sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini. Menurut pandangan Islam mengenai *green marketing*, *brand image* dan minat beli air minum dalam kemasan AQUA Di DKI Jakarta sudah sesuai dengan nilai – nilai Islam.

Kata Kunci : Green Marketing, Brand Image, Minat Beli

ABSTRACT

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The Role of Brand Image in Mediating the Effect of Green Marketing on Buying Interest and From an Islamic Perspective (Study on AQUA Bottled Drinking Water Consumers in DKI Jakarta)

126 pages + xv pages + 30 tables + 7 pictures dan 3 attachments

Abstract

This study aims to determine the effect of green marketing on the interest in buying bottled drinking water AQUA. In addition, this research is also to find out whether brand image mediates between green marketing and interest in buying drinking water in AQUA packaging and its review from an Islamic point of view. The population in this study were buyers of bottled drinking water AQUA with a total sample of 130 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through questionnaires. The method of data analysis is done by path analysis (path analysis).

The results show that (1) green marketing has a positive and significant effect on brand image (2) green marketing has a positive and significant effect on buying interest (3) brand image has a positive and significant effect on buying interest (4) brand image mediates the effect of green marketing on buying interest. The value of Adjusted R² shows that all independent variables have an influence on buying interest of 0.649 or 64.9%, while the rest is influenced by other variables outside of this study. According to the Islamic view regarding green marketing, brand image and interest in buying bottled drinking water in AQUA in DKI Jakarta are in accordance with Islamic values.

Keywords: Green Marketing, Brand Image, Buying Interest.