

ABSTRAK

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Pengaruh *Green Marketing*, *Lifestyle* terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Mediasi pada Konsumen Fore Coffee diarea JABODETABEK.

113 Halaman + xvi halaman + 19 tabel + 2 gambar dan 6 lampiran

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh *Green Marketing* dan *Lifestyle* terhadap Keputusan Pembelian dengan Minat Beli sebagai mediasi. Penelitian ini di desain sebagai explanatory research. Populasi penelitian ini adalah konsumen Fore Coffee area JABODETABEK dengan jumlah sampel 100 responden. Data dikumpulkan dengan menggunakan instrumen kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling* pada *software Warp-PLS 0.7*. Hasil penelitian menunjukkan bahwa *Green Marketing* dan *Lifestyle* memiliki kesesuaian (*fit*) yang besar ($GoF=0,650$) untuk dijadikan model yang dapat memprediksi ($Q^2=0,693$) pengaruh Keputusan Pembelian dengan Minat Beli sebagai mediasi. *Green Marketing* dan *Lifestyle* masing-masing berpengaruh positif dan signifikan terhadap Keputusan Pembelian ($P\text{-Value} < 0,05$). Minat Beli dapat menjadi mediasi yang dapat mempengaruhi *Green Marketing* dan *Lifestyle* terhadap Keputusan Pembelian.

Kata Kunci : *Green Marketing*, *lifestyle*, Keputusan Pembelian dan Minat Beli.

ABSTRACT

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The Influence of Green Marketing and Lifestyle on Consumer Purchase Decision with Buying Interest as Mediator Variables at Fore Coffee's Consumer (JABODETABEK area)

113 Pages + xvi pages + 19 tables + 2 pictures and 6 attachments

Abstract

This research was conducted with the aim of analyzing the effect of Green Marketing and Lifestyle on Purchase Decisions with Purchase Interest as a mediation. This research was designed as an explanatory research. The population of this research is the consumers of Fore Coffee in the JABODETABEK area with a sample of 100 respondents. Data were collected using a questionnaire instrument. Data analysis using Partial Least Square Structural Equation Modeling Method on Warp-PLS 0.7 software. The results showed that Green Marketing and Lifestyle have a great fit ($GoF = 0.650$) to be used as a model that can predict ($Q^2 = 0.693$) the effect of Purchase Decisions with Buying Interest as a mediation. Green Marketing and Lifestyle each have a positive and significant effect on Purchase Decisions ($P\text{-Value} < 0.05$). Buying interest can be a mediation that can influence Green Marketing and Lifestyle on Purchase Decisions.

Keywords : *Green Marketing, Lifestyle, Consumer Purchase Decision and Buying Interest.*