

ABSTRAK

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Pengaruh *Green marketing*, Store atmosphere Terhadap Keputusan Pembelian Fore Coffee Melalui Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam. (Studi Kasus Pada Mahasiswa Prodi Manajemen 2016 Fakultas Ekonomi dan Bisnis Universitas YARSI).

109+xiv halaman, 15 tabel, 2 gambar, 5 lampiran

Penelitian ini bertujuan untuk mengetahui ada pengaruh green marketing, store atmosphere terhadap keputusan pembelian dengan minat beli sebagai mediator pada Fore Coffee dan tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini ialah mahasiswa yarsi fakultas ekonomi dan bisnis prodi manajemen 2016 yang mengonsumsi produk Fore Coffee dengan jumlah 114 responden. Penelitian menggunakan explanatory research. Data dikumpulkan melalui survey dengan menggunakan instrumen kuesioner yang disebarluaskan kepada responden. Metode analisis yang digunakan adalah metode Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukan bahwa green marketing berpengaruh positif dan signifikan terhadap minat beli pelanggan, green marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, store atmosphere berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli memediasi hubungan antara green marketing dengan keputusan pembelian, minat beli memediasi hubungan antara store atmosphere dengan keputusan pembelian. Menurut pandangan Islam, umat muslim saat menjalankan usaha dianjurkan untuk memiliki tanggung jawab atas setiap kegiatan usahanya. kemudian produk yang ditawarkan dengan kualitas baik dan halal. Hal tersebut memiliki pengaruh baik terhadap keputusan pembelian jika terus diterapkan sesuai syari'at Islam.

Kata Kunci : Keputusan Pembelian, Minat Beli, *Green Marketing*, *Store Atmosphere*

ABSTRACT

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The Influence of Green Marketing , Store Atmosphere on Fore Coffee Purchasing Decisions Through Purchase Intenton And Its Review From an Islamic Perspective. (Case Study of Management Student 2016 YARSI University Faculty of Economics and Business).

109+ xiv pages .15 tables, 2 pictures, 5 attachments

The objective of this research is to analyze green marketing and store atmosphere to purchasing decisions with purchase intention as a mediator factor for Fore Coffee and its review from an Islamic perspective. The research is designed as an explanatory research. The population in this research is students of Management Study Program 2016 Faculty of Economics and Business YARSI University with a sample of 114 respondents. Data was collected by a survey using a questionnaire instrument distributed to the respondents. The analytical method used is Partial Least Square method Structural Equation Modeling (PLS-SEM). The results of the study showed that green marketing had a positive and significant effect on purchase intention, store atmosphere had a positive and significant effect on purchase intention, green marketing had a positive and significant effect on purchasing decisions, store atmosphere had a positive and significant effect on purchasing decisions, purchase intention had a positive effect and significant to the purchase decision, purchase intention mediates the relationship between green marketing with the purchase decision, purchase intention mediates the relationship between store atmosphere and purchasing decisions. In the Islamic perspectives, Muslims are encouraged to take reponbility for their business activities, then a product that offers both good and kosher qualities. It has a good effect on both purchase intention and purchasing decisions if it continues to be applied in accordance Shari'ah.

Key words : purchasing decisions, purchase intention, green marketing, store atmosphere .