

PENGARUH *GREEN PRODUCT*, *GREEN MARKETING*, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN AIR MINUM DALAM KEMASAN CLEO

(Survei pada Mahasiswa FEB UPN “Veteran” Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Green Product*, *Green Marketing*, dan Citra Merek terhadap Keputusan Pembelian. Penelitian ini merupakan penelitian survei, menggunakan alat pengumpulan data berupa kuisisioner. Populasi serta sampel pada penelitian ini sebanyak 128 konsumen mahasiswa FEB UPN “Veteran” Yogyakarta, menggunakan data primer dengan metode purposive sampling. Kriteria responden dalam penelitian ini konsumen merupakan mahasiswa aktif FEB UPN “Veteran” Yogyakarta, konsumen sedang dalam proses keputusan pembelian AMDK Cleo, memiliki pertimbangan untuk membeli *green product*, mempertimbangkan *green marketing* dalam membeli produk Cleo serta mempertimbangkan citra merek AMDK Cleo saat akan melakukan keputusan pembelian. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) Secara bersama-sama *green product*, *green marketing*, dan citra merek mempunyai pengaruh signifikan terhadap keputusan pembelian, 2) *Green product* berpengaruh positif dan signifikan terhadap keputusan pembelian, 3) *Green marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, 4) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Green Product*, *Green Marketing*, Citra Merek, Keputusan Pembelian

**THE INFLUENCE OF GREEN PRODUCT, GREEN MARKETING, AND
BRAND IMAGE ON CONSUMER PURCHASING DECISIONS OF CLEO
MINERAL WATER**

(Survey of UPN "Veteran" FEB Students in Yogyakarta)

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ABSTRACT

This research aims to determine the influence of the Green Product, Green Marketing, and Brand Image on Purchase Decisions. The study was conducted through a survey using a questionnaire as a data collection tool. The population and sample in this study are 128 consumer students from FEB UPN "Veteran" Yogyakarta, using primary data with the purposive sampling method. The criteria for respondents in this study are consumers who are active students of FEB UPN "Veteran" Yogyakarta, considering purchasing Cleo bottled water, considering green products when purchasing Cleo products, considering green marketing when purchasing Cleo products, and considering the brand image of Cleo bottled water when making a purchase decision. The data analysis technique used is the multiple linear regression technique. The results show that: 1) the Green Product, Green Marketing, and Brand Image together have a significant influence on purchase decisions, 2) the Green Product has a positive and significant influence on purchase decisions, 3) Green Marketing has a positive and significant influence on purchase decisions, 4) Brand Image has a positive and significant influence on purchase decisions.

Keywords: *Green Product, Green Marketing, Brand Image, Purchase Decisions*