

ABSTRAK

Aenul Mardia. 2021. “Pengaruh Green marketing Terhadap Minat Beli Konsumen Yang Dimediasi Oleh Brand Image” (Studi Pada Minuman Teh Kotak Di Kota Ternate Selatan). Pembimbing I Dr. Abdul Rahman Jannang, ST., M.M. pembimbing II Ibnu Sina Hi Yusuf, SE., M.Si .

Tujuan penelitian ini adalah untuk mengetahui: (1) Pengaruh *Green marketing* terhadap *Brand Image*; (2) Pengaruh *Green marketing* terhadap Minat beli; (3) Pengaruh *Brand Image* terhadap Minat beli; (4) Pengaruh *Green marketing* terhadap minat beli yang dimediasi oleh *Brand Image*. Penelitian ini merupakan penelitian survei dengan menggunakan instrumen berupa kuesioner untuk mendapatkan data. Populasi dalam penelitian ini adalah masyarakat di kota Ternate Selatan yang mengonsumsi produk teh Kotak dengan jumlah sampel sebanyak 110 responden yang ditentukan dengan teknik *purposive sampling*. Teknis analisis yang digunakan adalah analisis jalur.

Hasil penelitian menunjukkan bahwa : (1) *Green marketing* berpengaruh langsung positif dan signifikan terhadap *Brand image*; (2) *Green marketing* berpengaruh positif dan signifikan terhadap Minat beli; (3) *Brand image* tidak berpengaruh dan tidak signifikan terhadap minat beli; (4) *Brand image* tidak dapat memediasi pengaruh *Green marketing* terhadap minat beli.

Kata kunci : *green marketing*, *brand image*, minat beli.



ABSTRACT

Aenul Mardia. 2021. "The Effect of Green Marketing on Consumer Purchase Intention Mediated by Brand Image" (Study on Boxed Tea Drinks in South Ternate City). Advisor I Dr. Abdul Rahman Jannang, ST., M.M. Supervisor II Ibnu Sina Hi Yusuf, SE., M.Si.

The purpose of this study was to determine: (1) The effect of Green marketing on Brand Image; (2) Effect of Green marketing on Purchase Intention; (3) The Influence of Brand Image on Purchase Intention; (4) The effect of Green marketing is on buying interest mediated by Brand Image. This research is a survey research using an instrument in the form of a questionnaire to obtain data. The population in this study were people in the city of South Ternate who consumed box tea products with a total sample of 110 respondents who were determined by purposive sampling technique. The analysis technique used is path analysis.

The results showed that: (1) Green marketing has a positive and significant direct effect on brand image; (2) Green marketing has a positive and significant effect on purchase intention; (3) Brand image has no and insignificant effect on purchase intention; (4) Brand image cannot mediate the effect of Green marketing on purchase intention.

Keywords: green marketing, brand image, buying interest.

