

## **ABSTRAK**

### **PENGARUH GREEN PRODUCT, GREEN ADVERTISING, DAN GREEN PACKAGING TERHADAP KEPUTUSAN PEMBELIAN PRODUK *LOVE BEAUTY AND PLANET***

**Oleh**

**WIDYA KHAIRUNNISA**

Penelitian bertujuan untuk mengetahui tingkat signifikansi pengaruh *green product*, *green advertising*, dan *green packaging* terhadap keputusan pembelian produk *Love Beauty and Planet* melalui pendekatan kuantitatif dengan jenis penelitian eksplanatori. Teknik sampling yang digunakan yaitu *purposive sampling* dengan jumlah sampel 100 responden. Analisis data dilakukan dengan regresi linear berganda dan uji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh secara parsial variabel *green product* sebesar 10,7%, *green advertising* sebesar 47,6%, dan *green packaging* sebesar 11,9% terhadap keputusan pembelian dan secara simultan variabel *green product*, *green advertising*, dan *green packaging* berpengaruh signifikan terhadap keputusan pembelian *Love Beauty and Planet*. Pengaruh terbesar terletak pada variabel *green advertising* dengan iklan yang menampilkan karakteristik produk ramah lingkungan sehingga menanamkan kesan baik di benak konsumen dan mendorong keputusan pembelian, namun elemen pesan yang terdapat dalam *green advertising* memiliki nilai yang rendah bagi konsumen sehingga diperlukan upaya peningkatan pada aspek tersebut. Implikasi penelitian membuktikan bahwa stimulus pemasaran yang ramah lingkungan berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: *Green product*, *Green advertising*, *Green packaging*, Keputusan pembelian.

## **ABSTRACT**

### **THE INFLUENCE OF GREEN PRODUCT, GREEN ADVERTISING, AND GREEN PACKAGING ON BUYING DECISION LOVE BEAUTY AND PLANET PRODUCT**

**By**

**WIDYA KHAIRUNNISA**

*This study aims to determine the level of significance the effect green products, green advertising, and green packaging on purchasing decisions for Love Beauty and Planet products through a quantitative approach with an explanatory type of research. The sampling technique using purposive sampling with amount 100 sample respondents. Data were analyzed using multiple linear regression and hypothesis testing. The results showed that partially there was a significant effect of green product 10,7%, green advertising 47,6%, and green packaging 11,9% on purchasing decisions and simultaneously green product, green advertising, and green packaging have a significant effect on the purchase decision of Love Beauty and Planet. Green advertising variable have the highest effect in this study with advertisements that display the characteristics of environmentally friendly products so as to instill a good impression in the minds of consumers and encourage purchase decisions, but the message elements contained in green advertising have low value for consumers so that efforts are needed to improve these aspects. The research implication proves that environmentally friendly marketing stimuli have a positive effect on purchasing decisions.*

*Key words:* *Green products, Green advertising, Green packaging, Purchase Decisions.*