

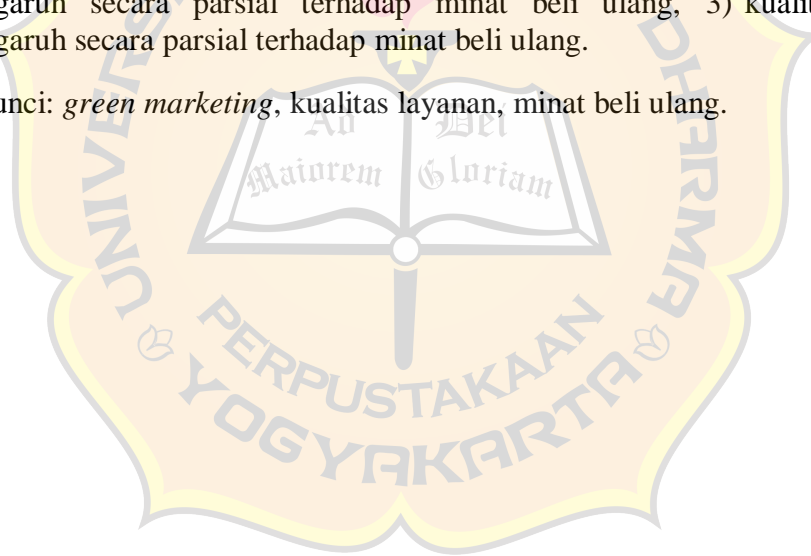
ABSTRAK

PENGARUH *GREEN MARKETING* DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *green marketing* dan kualitas layanan berpengaruh secara simultan terhadap minat beli ulang, 2) *green marketing* berpengaruh parsial terhadap minat beli ulang, 3) kualitas layanan berpengaruh secara parsial terhadap minat beli ulang. Populasi dalam penelitian ini adalah konsumen Saorsa Kopi Yogyakarta. Teknik pengambilan sampel menggunakan teknik *purposive sampling*, pengambilan data diperoleh dengan cara membagikan kuesioner kepada konsumen sebanyak 100 responden. Teknik analisis data dalam penelitian ini adalah Analisis Linear Berganda menggunakan aplikasi IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa 1) *green marketing* dan kualitas layanan berpengaruh secara simultan terhadap minat beli ulang, 2) *green marketing* berpengaruh secara parsial terhadap minat beli ulang, 3) kualitas layanan berpengaruh secara parsial terhadap minat beli ulang.

Kata kunci: *green marketing*, kualitas layanan, minat beli ulang.



ABSTRACT

THE GREEN MARKETING, AND SERVICE QUALITY ON CUSTOMER BUYING INTENTION

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This research aims to determine whether: 1) green marketing and service quality has a simultaneous effect on customer buying intention, 2) green marketing partially affected on customer buying intention, 3) service quality partially affected on customer buying intention. The population on this research are Saorsa Kopi Yogyakarta customer. By using purposive sampling, data taken by sharing the questionnaire to 100 consumer respondents. Data analysis technique that used in this research is Multiple Linear Analysis using IBM SPSS Statistics 26 application. The result show that 1) green marketing and service quality has a simultaneous effect on repurchase interest, 2) green marketing partially affected on repurchase interest, 3) service quality affected on repurchase interest.

Keyword: green marketing, quality service, repurchase interest.



