

ABSTRAK

PENGARUH *GREEN MARKETING* DAN *SOCIAL MEDIA MARKETING* DENGAN *BRAND IMAGE* SEBAGAI VARIABEL MEDIASI TERHADAP KEPUTUSAN PEMBELIAN PRODUK *THE BODY SHOP*

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green marketing* terhadap keputusan pembelian, 2) pengaruh *social media marketing* terhadap keputusan pembelian. 3) pengaruh *green marketing* terhadap keputusan pembelian dengan *brand image* sebagai mediasi, 4) pengaruh *social media marketing* terhadap keputusan pembelian dengan *brand image* sebagai mediasi. Populasi penelitian yaitu seluruh konsumen *The Body Shop* di Yogyakarta. Sampel penelitian yaitu sebagian konsumen *The Body Shop* di Yogyakarta dengan kriteria: 1) konsumen produk *The Body Shop* berdomisili di Daerah Istimewa Yogyakarta, 2) berusia minimal 17 tahun, 3) pernah melakukan pembelian atau menggunakan produk *The Body Shop* minimal 1 kali dalam kurun waktu 1 tahun terakhir, 4) mengerti mengenai *green marketing*, 5) pernah melihat *social media The Body Shop*. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dari kuesioner yang disebarakan secara online kepada 96 responden. Teknik analisis yang digunakan dalam penelitian ini adalah *Partial Least Square* menggunakan *WarpPLS 7.0*. Hasil penelitian ini menunjukkan bahwa: 1) *green marketing* berpengaruh terhadap keputusan pembelian produk *The Body Shop*, 2) *social media marketing* berpengaruh terhadap keputusan pembelian produk *The Body Shop*, 3) *brand image* memediasi sebagian pengaruh *green marketing* terhadap keputusan pembelian produk *The Body Shop*, 4) *brand image* tidak memediasi pengaruh *social media marketing* terhadap keputusan pembelian produk *The Body Shop*.

Kata Kunci: *Green Marketing, Social Media Marketing, Brand Image, Keputusan Pembelian*

ABSTRACT

THE INFLUENCE OF GREEN MARKETING AND SOCIAL MEDIA MARKETING WITH BRAND IMAGE AS A MEDIATING VARIABLE ON THE PURCHASE DECISION OF THE BODY SHOP PRODUCTS

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This study aims to find out: 1) the influence of green marketing on purchasing decisions, 2) the influence of social media marketing on purchasing decisions. 3) the influence of green marketing on purchasing decisions with brand image as mediating variable, 4) the influence of social media marketing on purchasing decisions with brand image as mediating variable. The study population is all consumers of The Body Shop in Yogyakarta. The research sample is some consumers of The Body Shop in Yogyakarta with the following criteria: 1) consumers of The Body Shop products who live in the Special Region of Yogyakarta, 2) are at least 17 years old, 3) have purchased or used The Body Shop products at least 1 time in the last 1 year, 4) understand the idea of green marketing, 5) have seen The Body Shop social media. The sampling technique uses purposive sampling. Data was obtained from questionnaires distributed online to 96 respondents. The analysis technique used in this study is Partial Least Square using WarpPLS 7.0. The results of this study show that: 1) green marketing influenced the purchase decision of The Body Shop products, 2) social media marketing influenced the purchase decision of The Body Shop products, 3) brand image mediated some of the influence of green marketing on the purchase decision of The Body Shop products, 4) brand image did not mediate the influence of social media marketing on the purchase decision of The Body Shop products.

Keywords: *Green Marketing, Social Media Marketing, Brand Image, Purchase Decision*