

**ABSTRAK**

**PENGARUH GREEN PRODUCT, GREEN TRUST, PERCEIVED PRICE DAN  
SOCIAL INFLUENCE TERHADAP PURCHASE DECISION  
NPURE FACE TONER**

Fidelia Yekholya David  
Universitas Sanata Dharma  
Yogyakarta  
2024

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green product*, *green trust*, *perceived price*, dan *social influence* secara simultan terhadap *purchase decision* 2) pengaruh *green product* secara parsial terhadap *purchase decision* 3) pengaruh *green trust* secara parsial terhadap *purchase decision* 4) pengaruh *perceived price* secara parsial terhadap *purchase decision* 5) pengaruh *social influence* secara parsial terhadap *purchase decision*. Populasi penelitian ini adalah konsumen yang membeli dan menggunakan produk NPURE face toner minimal satu bulan dan berdomisili di Yogyakarta. Sampel penelitian sebanyak 110 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *Purposive Sampling*. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis linear berganda dan uji hipotesis dengan *software SPSS statistic 25,0*. Hasil penelitian adalah: 1) *green product*, *green trust*, *perceived price*, dan *social influence* secara simultan berpengaruh terhadap *purchase decision* 2) *green product* secara parsial berpengaruh terhadap *purchase decision* 3) *green trust* secara parsial berpengaruh terhadap *purchase decision* 4) *perceived price* secara parsial berpengaruh terhadap *purchase decision* 5) *social influence* secara parsial berpengaruh terhadap *purchase decision*.

**Kata kunci:** *green product*, *green trust*, *perceived price*, *social influence* dan *purchase decision*.

**ABSTRACT**

**THE INFLUENCE OF GREEN PRODUCT, GREEN TRUST, PERCEIVED PRICE  
AND SOCIAL INFLUENCE ON PURCHASE DECISION  
NPURE FACE TONER**

Fidelia Yekholya David

Universitas Sanata Dharma  
Yogyakarta  
2024

*This study aims to determine: 1) the effect of green product, green trust, perceived price, and social influence simultaneously on purchase decision 2) the effect of green product partially on purchase decision 3) the effect of green trust partially on purchase decision 4) the effect of perceived price partially on purchase decision 5) the effect of social influence partially on purchase decision. The population of this study are consumers who buy and use NPURE face toner products for at least one month and live in Yogyakarta. The research sample was 110 respondents. The sampling technique used non-probability sampling method with purposive sampling technique. Data analysis techniques using descriptive analysis, classical assumption test, multiple linear analysis and hypothesis testing with SPSS statistical software 25.0. The research results are: 1) green product, green trust, perceived price, and social influence simultaneously affect the purchase decision 2) green product partially affects the purchase decision 3) green trust partially affects the purchase decision 4) perceived price partially affects the purchase decision 5) social influence partially affects the purchase decision.*

**Keywords: green product, green trust, perceived price, social influence and purchasing decions.**

