

ABSTRAK

**PENGARUH GREEN PRODUCT, GREEN PACKAGING, DAN GREEN PROMOTION TERHADAP KEPUTUSAN PEMBELIAN
(Studi Pada Pengguna Produk Eiger Green di Daerah Istimewa Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *green product*, *green packaging*, dan *green promotion* terhadap keputusan pembelian produk Eiger Green 2) pengaruh secara parsial *green product* terhadap keputusan pembelian produk Eiger Green 3) pengaruh secara parsial *green packaging* terhadap keputusan pembelian produk Eiger Green 4) pengaruh secara parsial *green promotion* terhadap keputusan pembelian produk Eiger Green. Jenis penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Sampel penelitian ini adalah sebagian pengguna produk Eiger Green yang telah melakukan pembelian produk Eiger Green setidaknya satu kali, berada di Daerah Istimewa Yogyakarta, dan pernah melihat promosi produk Eiger Green di platform digital. Sampel penelitian sebanyak 100 responden. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data yang digunakan adalah regresi linear berganda. Data diolah menggunakan aplikasi SPSS versi 29. Hasil penelitian ini menunjukkan bahwa: 1) *green product*, *green packaging*, dan *green promotion* secara simultan berpengaruh terhadap keputusan pembelian produk Eiger Green 2) *green product* secara parsial berpengaruh terhadap keputusan pembelian produk Eiger Green 3) *green packaging* secara parsial berpengaruh terhadap keputusan pembelian produk Eiger Green 4) *green promotion* secara parsial berpengaruh terhadap keputusan pembelian produk Eiger Green.

Kata kunci: *green product*, *green packaging*, *green promotion*, keputusan pembelian

ABSTRACT

**THE INFLUENCE OF GREEN PRODUCT, GREEN PACKAGING, AND
GREEN PROMOTION ON PURCHASE DECISION
(A Study on Eiger Green Product Users in the Special Region of Yogyakarta)**

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This study aims to determine: 1) the simultaneous influence of green product, green packaging, and green promotion on the purchasing decision of Eiger Green products; 2) the partial influence of green product on the purchasing decision of Eiger Green products; 3) the partial influence of green packaging on the purchasing decision of Eiger Green products; and 4) the partial influence of green promotion on the purchasing decision of Eiger Green products. This research employs a survey method with a quantitative approach. The sample consists of Eiger Green product users who have purchased Eiger Green products at least once, reside in the Special Region of Yogyakarta, and have seen Eiger Green product promotions on digital platforms. The study includes 100 respondents selected using a non-probability sampling technique with a purposive sampling method. The data analysis technique used in this study is multiple linear regression, and the data is processed using SPSS version 29. The results indicate that: (1) green product, green packaging, and green promotion simultaneously influence the purchase decision of Eiger Green products, (2) green product partially influences the purchase decision of Eiger Green products, (3) green packaging partially influences the purchase decision of Eiger Green products, and (4) green promotion partially influences the purchase decision of Eiger Green products.

Keywords: green product, green packaging, green promotion, purchase decision