

ABSTRAK

**PENGARUH GREEN PRODUCT, GREEN PACKAGING DAN GREEN
BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PADA
PRODUK THE BODY SHOP**

Yosephine Nugraheni Putri
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini dilakukan untuk mengetahui: 1) pengaruh *green product*, *green packaging* dan *green brand image* secara simultan terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 2) pengaruh *green product* secara parsial terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 3) pengaruh *green packaging* secara parsial terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 4) pengaruh *green brand image* secara parsial terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen The Body Shop di Daerah Istimewa Yogyakarta, teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan statistik deskriptif, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis dan koefisien determinasi dengan bantuan aplikasi IBM SPSS 25. Data penelitian ini diperoleh melalui penyebaran kuesioner kepada 107 responden. Hasil penelitian menunjukkan bahwa: 1) *green product*, *green packaging* dan *green brand image* berpengaruh secara simultan terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 2) *green product* secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 3) *green packaging* secara parsial berpengaruh positif terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta. 4) *green brand image* secara parsial berpengaruh positif terhadap keputusan pembelian pada produk The Body Shop di Daerah Istimewa Yogyakarta.

Kata Kunci: *green product*, *green packaging*, *green brand image*, keputusan pembelian.

ABSTRACT

**THE INFLUENCE OF GREEN PRODUCT, GREEN PACKAGING AND
GREEN BRAND IMAGE ON PURCHASING DECISIONS OF THE BODY
SHOP PRODUCTS**

Yosephine Nugraheni Putri
Universitas Sanata Dharma
Yogyakarta
2026

This study was conducted to determine: 1) the simultaneous effect of green product, green packaging and green brand image on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 2) the partial effect of green product on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 3) the partial effect of green packaging on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 4) the partial effect of green brand image on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. The population in this study consisted of all consumers of The Body Shop in the Special Region of Yogyakarta. The sampling technique used was non-probability sampling with a purposive sampling method. The data analysis techniques used in this study included descriptive statistic, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis using IBM SPSS 25 software. The data were obtained through questionnaires distributed to 107 respondents. The results of this study indicate that: 1) green product, green packaging, and green brand image simultaneously have a significant effect on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 2) green product partially has no significant effect on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 3) green packaging partially has a positive effect on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta. 4) green brand image partially has a positive effect on purchasing decisions of The Body Shop products in the Special Region of Yogyakarta.

Keywords : *green product, green packaging, green brand image and purchasing decisions*