

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green packaging*, *green advertising*, *green perceived value*, dan *brand image* terhadap keputusan pembelian konsumen The Body Shop. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebar kuesioner kepada sampel sebanyak 70 responden yang berusia minimal 17 tahun, melakukan pembelian produk di salah satu gerai The Body Shop yakni di Mall Malioboro, Ambarrukmo Plaza, Hartono Mall, Galeria Mall, atau Jogja City Mall, Daerah Istimewa Yogyakarta, dan melakukan pembelian produk The Body Shop di antara bulan Januari 2020 sampai bulan Maret 2021. Analisis data yang digunakan pada penelitian ini adalah uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa secara parsial *green packaging*, *green advertising* dan *brand image* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan tingkat signifikansi *green packaging* sebesar $0,272 > 0,05$, *green advertising* sebesar $0,290 > 0,05$, dan *brand image* sebesar $0,311 > 0,05$. Sedangkan *green perceived value* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan tingkat signifikansi sebesar $0,012 < 0,05$. Hasil uji determinasi diketahui bahwa besarnya persentase pengaruh *green packaging*, *green advertising*, *green perceived value*, dan *brand image* sebesar 0,452 atau 45%, artinya variabel *green packaging*, *green advertising*, *green perceived value*, dan *brand image* secara simultan mempengaruhi keputusan pembelian sebesar 45% sedangkan sisanya sebesar 55% dipengaruhi oleh variabel lain di luar penelitian ini. *Green perceived value* merupakan variabel yang paling dominan berpengaruh dengan nilai koefisien beta (β_3) paling besar yaitu 0,338.

Kata kunci: *Green Packaging, Green Advertising, Green Perceived Value, Brand Image, Keputusan Pembelian Konsumen.*

ABSTRACT

This study aims to analyze the influence of green packaging, green advertising, green perceived value, and brand image on consumer purchasing decisions of The Body Shop. This research was conducted with a quantitative approach. Primary data collection was conducted by disseminating questionnaires to a sample of 70 respondents who were at least 17 years old, purchasing products at one of The Body Shop outlets, namely at Malioboro Mall, Ambarrukmo Plaza, Hartono Mall, Galeria Mall, or Jogja City Mall, Special Region of Yogyakarta, and purchasing The Body Shop products between January 2020 and March 2021. The data analysis used in this study was a multiple linear regression test. The results of this study showed that partially green packaging, green advertising and brand image had no positive and significant effect on purchasing decisions, with a green packaging significance of $0.272 > 0.05$, green advertising of $0.290 > 0.05$, and brand image of $0.311 > 0.05$. While green perceived value positively and significantly influenced the purchase decision with a significance rate of $0.012 < 0.05$. The results of the determination test are known that the percentage of influence of green packaging, green advertising, green perceived value, and brand image by 0.452 or 45%, meaning that the variables green packaging, green advertising, green perceived value, and brand image simultaneously affect purchasing decisions by 45% while the remaining 55% is influenced by other variables outside this study. Green perceived value is the most dominant variable with the largest beta coefficient (β_3) value of 0.338.

Keywords: *Green Packaging, Green Advertising, Green Perceived Value, Brand Image, Consumer Purchase Decision.*