

ABSTRACT

Plastic bags are still an important discussion issue in the world of waste management. The price is relatively cheap, easy to use and easy to obtain, making plastic bags have become a part of human life. The higher the use of plastic bags, of course, will be followed by an increase in the amount of plastic waste. Moreover, the cycle of using plastic bags is too fast because plastic bags are disposable items that are only used as temporary containers. If plastic waste is not managed optimally, it will have a negative impact on the environment. To overcome this, the retail company Alfamart began to carry out a green marketing strategy in socializing the "Plastic Bag Diet" by offering environmentally friendly shopping bag products (Eco Bags) so that people become aware and care about environmental sustainability by reducing the use of plastic bags in shopping. In addition to Alfamart, other retail competitor companies also carry out the same strategy and also provide eco bag products. Increasingly fierce competition among retail companies is forcing managers to rethink strategies to win market share. Therefore, this study aims to analyze the effect of green marketing to attract buying interest and to persuade people to make purchasing decisions on Alfamart Eco Bag products as a substitute for plastic bags.

The population used in this study is the people of Pati Regency who have shopped at Alfamart. The number of samples used in this study were 106 respondents who had been selected by purposive sampling technique and collected using a questionnaire method that had been tested for validity and reliability. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS analysis tool and Sobel test which is used to answer the research hypothesis.

The results showed that green marketing has a positive and significant impact on purchasing decisions on Eco Bag products. In addition, green marketing has a positive and significant influence on buying interest. While buying interest has a positive and significant influence on purchasing decisions on Eco Bag products. In this case, buying interest is able to have a significant effect in mediating the influence of green marketing on purchasing decisions.

Keywords : Green Marketing, Buying Interest, Purchase Decision, Eco Bag, Alfamart