

ABSTRACT

This study aims to analyze how much influence the bauran pemasaran berwawasan lingkungan has on purchasing decisions with citra merek berwawasan lingkungan as an intervening variable for consumers of AQUA Life products in Semarang City.

The population used in this study are consumers who have purchased AQUA Life products at least once in the last one year who live in the city of Semarang. The sample used was 120 respondents. The sampling technique used is non-probability sampling with purposive sampling method. The data collection method used is a questionnaire. This study used the Structural Equation Modeling (SEM) analysis technique using the AMOS 22.0 analysis tool.

The results of the study show that the bauran pemasaran berwawasan lingkungan has a positive and significant effect on citra merek berwawasan lingkungan and purchasing decisions. In addition, citra merek berwawasan lingkungan also has a positive and significant influence on purchasing decisions.

Keywords : green marketing mix, purchase decision, green brand image.