

## **ABSTRACT**

*This study aims to analyze the effect of green marketing in the marketing mix on the purchasing decisions of ADES bottled water in Semarang. The variables used in this study are green product, green price, green promotion, and green place as independent variables, as well as purchasing decision as the dependent variable.*

*The number of samples used in this study were 100 respondents who were people who domiciled in Semarang and knew of ADES bottled water products. The sampling method in this study is a non-probability sampling method with a purposive sampling technique. The method of data collection is done using a questionnaire. This study uses Multiple Linear Regression analysis techniques using SPSS 22 analysis tools. It has a positive and significant effect on purchasing decision*

*The result of this study showed that green product, green price, and green promotions had a positive and significant influence on purchasing decision. While green place has a positive and significant effect on purchasing decision.*

*Keywords: green product, green price, green promotion, green place, purchasing decision.*