

ABSTRACT

Attention to environmental sustainability develops into a separate need for a human being, even as a consumer. Companies are competing to be able to meet and satisfy these consumer needs, one of which is through the green products they produce. The presence of green products in the community is the company's effort to contribute to preserving the environment. It is equipped with implementing a green advertising strategy in providing environmentally friendly insights to the public regarding products, campaigns, and the social and environmental responsibilities of a company. The Body Shop is a cosmetic and body care brand that is committed to environmental sustainability by implementing green marketing strategies in the form of green products and green advertising. Therefore, the performance of green product and green advertising in encouraging purchasing decisions for The Body Shop in Semarang City through brand image is studied in depth as a research objective.

This study used a purposive sampling technique in the data collection process by distributing questionnaires. A total of 151 respondent data were successfully collected to be processed using the Structural Equation Modeling method with AMOS 24 software.

The results of this study indicate that there is a positive and significant influence of green product and green advertising variables on purchasing decisions. Other findings show that green product and green advertising variables have an indirect effect on purchasing decisions through brand image.

Keywords: *Green Product, Green Advertising, Brand Image, Purchase Decision*