

ABSTRACT

This research delves into the realm of green marketing, specifically focusing on the BYD M6 electric vehicle. The primary objective was to understand how green marketing, green product, and green promotion influence the purchase decisions of consumers in Jakarta. Employing a quantitative research method, the study utilized three independent variables and one dependent variable. Our sample comprised 155 respondents, all of whom are purchasers of the BYD M6 electric car in Jakarta. Data was collected using four distinct scales: a green marketing scale, a green product scale, a green promotion scale, and a purchase decision scale. For data analysis, multiple linear regression was applied.

The findings of this study are quite telling. Researcher found a significant positive influence of green marketing on the purchase decision for BYD M6 electric cars in Jakarta. Similarly, the green product attributes also demonstrated a significant positive influence on purchasing decisions. Furthermore, green promotion efforts were found to have a significant positive impact on the purchase decision for the BYD M6. Overall, the coefficient of determination for our model was 62.3%, indicating a substantial explanatory power.

Keywords : Green Marketing, Green Product, Green Promotion, Purchase Decision, BYD M6-type.