

ABSTRACT

This study aimed to determine and analyse the effect of the Green Marketing Mix (Green Product, Green Price, Green Place, and Green Promotion) on the Purchase Decision of Oatly oat milk products. Oatly is an independent company that produces vegan, plant-based milk alternatives made from oats or haver, aiming for environmental sustainability. The type of research used in this research is descriptive analysis with a quantitative approach. The distribution of questionnaires will be used as a data collection method with a research sample of 124 residents of the Greater Jakarta Area who have purchased and consumed Oatly products. This research was processed using the Structural Equation Modelling (SEM) technique using IBM SPSS Amos 24 software.

Through hypothesis testing, the research results show that Green Product, Green Price, Green Place, and Green Promotion have a positive and significant impact on the potential for purchasing decisions of consumers of Oatly products in the Greater Jakarta Area, especially for those aged between 21-25 years.

Key words: *Green Marketing Mix, Green Product, Green Price, Green Place, Green Promotion, Purchase Decision, Consumer Behaviour*