

ABSTRACT

The purpose of this study is to examine the Influence of the Green Marketing towards Brand Image, the Influence of Green Marketing towards Purchase Decisions and the Influence of Brand Image towards Purchase Decisions. Online questionnaires were distributed to 100 respondents in Jakarta who consumed bottled water “Ades”. Data analysis using Statistical Package for the Social Sciences (SPSS 23) and Smart Partial Least Square (SmartPLS 3.0). The result of the study revealed that there is a positive and significant effect of Green Marketing on Brand Image of “Ades”, there is a positive and significant effect of Green Marketing on the Decision to purchase “Ades” and there is a positive and significant effect of Brand Image on Purchasing decisions of “Ades”.

Keyword : Green Marketing, Brand Image, Purchasing Decision

