

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *green marketing*, *green trust* dan *green brand image* terhadap *green purchase intention* pada Air Minum Dalam Kemasan (AMDK) Cleo. Penelitian ini dilakukan terhadap 125 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan alat analisis SmartPLS. Hasil penelitian menunjukkan bahwa *green marketing* berpengaruh positif dan signifikan terhadap *green purchase intention*, *green trust* berpengaruh negatif dan tidak signifikan terhadap *green purchase intention*, *green brand image* berpengaruh positif dan signifikan terhadap *green purchase intention*.

Kata kunci: *Green Marketing, Green Trust, Green Brand Image, Green Purchase Intention*



ABSTRACT

This study aims to determine the influence of green marketing, green trust and green brand image on green purchase intention on Cleo Bottled Drinking Water (AMDK). This study was conducted on 125 respondents using a quantitative approach. The data analysis used is Structural Equation Modeling (SEM) with the SmartPLS analysis tool. The results showed that green marketing has a positive and significant effect on green purchase intention, green trust has a negative and insignificant effect on green purchase intention, green brand image has a positive and significant effect on green purchase intention.

Keywords: *Green Marketing, Green Trust, Green Brand Image, Green Purchase Intention*

