

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Product*, *Green Price* dan *Brand Image* terhadap keputusan pembelian Teh Kotak. Desain penelitian menggunakan metode kuantitatif. Alat pengumpulan data menggunakan kuisisioner yang telah diuji validitas dan reliabilitasnya yang disebarakan melalui googleform. Populasi yang dianalisis pada penelitian ini adalah konsumen yang telah mengetahui produk teh dengan kemasan *ready to drink*. Adapun jumlah sampel yang dianalisis sebanyak 193 konsumen. Analisis data dilakukan dengan menggunakan Smart-PLS (*Partial Least Square*), dengan instrumen penelitian adalah kuesioner. Variabel yang diteliti dalam penelitian yaitu green product (X1), green price (X2) dan brand image (X3) dan keputusan pembelian (Y). Hasil penelitian menunjukkan bahwa green product berpengaruh terhadap keputusan pembelian, green price berpengaruh terhadap keputusan pembelian dan brand image berpengaruh terhadap keputusan pembelian.

Kata Kunci: *Green Product*, *Green Price*, *Brand Image*, Keputusan pembelian.



ABSTRACT

This study aims to analyze the effect of Green Product, Green Price and Brand Image on purchasing decisions for Teh Kotak. The research design uses quantitative methods. The data collection tool uses a questionnaire that has been tested for validity and reliability which is distributed via googleform. The population analyzed in this study were consumers who already knew tea products with ready to drink packaging. The number of samples analyzed was 193 consumers. Data analysis was carried out using Smart-PLS (Partial Least Square), with the research instrument being a questionnaire. The variables examined in the study were green product (X1), green price (X2) and brand image (X3) and purchasing decisions (Y). The results showed that green product affects purchasing decisions, green price affects purchasing decisions and brand image affects purchasing decisions.

Keywords: Green Product, Green Price, Brand Image, Purchasing decisions.

