

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh studi keputusan pembelian tas Belanja *eco friendly* melalui *green product*, gaya hidup dan *green advertising* sebagai variabel penentu. Populasi dalam penelitian ini adalah mahasiswa Universitas Mercu Buana yang mengambil keputusan untuk membeli tas belanja *eco friendly*. Sampel yang dipergunakan adalah sebanyak 100 responden. Metode penarikan sampel menggunakan *convenience sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuisioner. Metode analisis data menggunakan *Partial Least square*. Hasil penelitian ini menunjukkan bahwa *green product* berpengaruh positif dan signifikan terhadap keputusan pembelian tas belanja *eco friendly*, gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian tas belanja *eco friendly*, dan *green advertising* berpengaruh positif dan signifikan terhadap keputusan pembelian tas belanja *eco friendly*.

Kata Kunci: *Green Product*, Gaya Hidup, *Green Advertising*, Keputusan Pembelian.



## ABSTRACT

*This research aims to determine the influence of studies on purchasing decisions for eco-friendly shopping bags through green products, lifestyle and green advertising as determining variables. The population in this study were Mercu Buana University students who made the decision to buy eco-friendly shopping bags. The sample used was 100 respondents. The sampling method uses a convenience sampling. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method uses Partial Least square. The results of this research show that green products have a positive and significant effect on the decision to purchase eco-friendly shopping bags, lifestyle has a positive and significant effect on the decision to purchase eco-friendly shopping bags, and green advertising has a positive and significant effect on the decision to purchase eco-friendly shopping bags.*

*Keywords: Green Product, Lifestyle, Green Advertising, Purchasing Decisions.*

