

ABSTRACT

The existence of the Green Marketing concept has the opportunity to become a new product and service marketing strategy for companies and can increase awareness for consumers to choose and use products that are environmentally friendly as a form of concern for pollution that is happening at this time. Brand use a green marketing strategy is Olah Plastic, which emphasizes the full recycle product concept for each product sold.

This study aims to find out how much positive and significant influence the green marketing and brand image variables have on repeat purchases among Olah Plastic consumers in each dimension. In green marketing, there are four variables, green product, green place, green price and green promotion. The dimensions of brand image are corporate image, user image and product image. The repeat purchase dimensions are purchase preference, positive recommendation and customer commitment.

This study uses quantitative methods and causal research type and uses non-probability sampling methods and the population of consumers in Bandung City. Sampling methods is using non-probability sampling method type purposive sampling and The data analysis technique used multiple linear regression analysis.

Based on the results of a partial hypothesis test (T Test), the Green Marketing variable has a significant influence on the Repeat Purchase variable and the Brand Image variable also has a significant influence on the Repeat Purchase variable.

This research concludes that the Green Marketing and Brand Image strategy carried out by Olah Plastic is quite good and it is hoped that Olah Plastic will continue to maintain their vision and mission, which is zero waste products and sustainable environmental maintenance as well as launching the latest innovations that can benefit the environment and consumers.

Keywords: Green Marketing, Green Product, Green Place, Brand Image, Repeat Purchase