

ABSTRACT

The AMDK industry is currently experiencing very high growth in Indonesia, many companies are starting to compete to be able to make their AMDK product brand the best,, one of which is the Ades AMDK brand. This is a reference for Ades to improve purchasing decisions by implementing a green marketing strategy and improving brand image so that it can strengthen the business and increase sales profit. This study aims to identify and analyze green marketing, brand image on purchasing decisions on Ades bottled water products.

The research method used in this study is a quantitative method with descriptive-causality research. Sampling was carried out by non-probability sampling technique used was purposive sampling with 100 respondents from Bandung City who had bought drinking water in Ades packaging. The data analysis technique used was descriptive analysis and multiple regression analysis.

Based on the results of the descriptive analysis of green marketing, brand image and purchasing decisions on AMDK Ades products as a whole are in the good category. Based on the results of the study, it shows that green marketing and brand image have a positive and significant effect partially and simultaneously on purchasing decisions on Ades AMDK. By having the magnitude of the effect of 84.2% the rest is influenced by other variables not examined in this study.

Keywords: Green Marketing, Brand Image, Purchase Decision.