

ABSTRACT

This research is motivated by problems related to the independent variables Green Brand Image, Green Brand Trust, Green Brands Awareness and Green Brand Satisfaction of consumers that affect the dependent variable Purchase Intention of Aqua brand Mineral Water in Boyolali, Central Java. The purpose of this research is to identify and describe the variables of Green Brand Image, Green Brand Trust, Green Brand Awareness, Green Brand Satisfaction and Purchase Intention of Aqua brand Mineral Water consumers in Boyolali, Central Java and the influence of Green Brand Image, Green Brand Trust, Green Brand Awareness and Green Brand satisfaction and Purchase Intention either simultaneously or partially.

This study uses quantitative descriptive methods and causal research. The number of respondents in this study amounted to 100 respondents. Data analysis techniques used in research this is descriptive analysis and multiple linear regression analysis.

Based on the results. The research that has been carried out can be explained that the descriptive analysis of the variables of green brand image, green brand trust, green brand awareness, green brand satisfaction and purchase intention overall are in the good category. The results of multiple linear regression analysis of green brand image, green brand trust, green brand awareness, and green brand satisfaction simultaneously have a significant effect on purchase intention. The magnitude of the influence of the independent variable green.brand.image, green brand trust, green brand awareness and green brands satisfaction simultaneously affects the dependent variable of purchase intention by 24,2% and the remaining 75,8% is influenced by other variables not examined in this study. Partially independent variables are green brand image, green brand trust, green brand awareness, and green brand satisfaction has a significant influence on the dependent variable of purchase intention, the largest of which are green brand image and green brand awareness, and the lowest is green brand trust.

Keywords: *Green Brand Image, Green Brand Trust, Green Brand Awareness, Green Brand Satisfaction, Purchase Intention*