

ABSTRACT

Indonesia is the second largest producer of plastic waste, with the problem of plastic waste becoming increasingly public attention. Companies are also required to do Green Marketing directly or indirectly. One example of a company that has started to use environmental issues in competing in the business world is PT. L'Oreal with one of its products, namely Garnier. Garnier in his business activities uses a green marketing strategy approach in creating a good brand image and to increase buying interest. This study aims to determine the effect of green marketing on buying interest, the effect of brand image on buying interest and the effect of green marketing on buying interest through brand image as an intervening variable.

The method used in this research is quantitative with descriptive and causal research types and the analytical technique is SEM-PLS. The sampling technique used is a non-probability sampling technique, namely purposive sampling with a total sample of 150 Indonesian respondents who use of Garnier products who have purchased and used Garnier products.

Based on the results of descriptive analysis on green marketing, purchase intention, and brand image are already in the good category and the results of the study can be concluded that green marketing has a positive and significant effect on purchase intention of Garnier products, brand image has a positive and significant effect on purchase intention of Garnier products and green marketing has a positive and significant effect on purchase intention through brand image on Garnier products.

Keywords: *Green Marketing, Purchase Intention, Brand Image.*