ABSTRACT

Every country in the world always has problems that must be solved immediately. One of the problems that often occurs in this world is the amount of waste circulating that pollutes the environment, because there are still many irresponsible people who litter and there are still many vehicles that consume fuel. causing polluted air, and many factories dispose of waste excessively which pollutes the environment around the factory. Many companies are involved in green marketing, one of which is a large Indonesian company, Ikea. Ikea is a Swedish home and outdoor furniture company. Ikea implements green marketing which aims to reduce pollution in today's world. The current phenomena related to pollution and climate change cannot be separated from various human activities, one of which is industrial activity.

This study aims to determine the effect of Green Marketing on purchase intention of Ikea products through brand image as an intervening variable. This study used a quantitative method with the analytical technique used, namely Partial Least Square-Structural Equation Model (PLS-SEM) analysis. The sampling technique used is the non-probability sampling technique, with a total of 400 respondents participating.

The results of this study are that green marketing has a positive and significant effect on purchase intention with a to value of 18.445 > tα value of 1.649, green marketing has a positive and significant effect on brand image, brand image has a positive and significant effect on purchase intention, and green marketing has a positive and significant effect on purchase intention through brand image as an intervening variable on Ikea products

Keywords: Green Marketing, Purchase Intention, Brand Image