

ABSTRACT

In this era of globalization, the biggest problem that often becomes a concern is the collection of disposable packaging waste. In order to keep the earth safe from environmental damage, one of the issues that is being raised by society is go-green. One of the companies that has also raised this issue is The Body Shop, which in its strategy has a collection and reuse program which is a major step towards responsible disposal of plastic waste. This study was conducted to find out the influence of green marketing mix on purchasing decisions in purchasing The Body Shop products. The purpose of this study is to determine the effect of green marketing mix consisting of green product, green price, green place and green promotion on purchasing decisions, both simultaneously, and partially.

The method used in this study was a quantitative method. The sampling technique uses a non-probability sampling technique, namely purposive sampling. The samples used in this study were 385 people. The population in this study is consumers who have purchased The Body Shop products and who already know about the green marketing campaign conducted by The Body Shop. This research goes through a wide range of tests, descriptive analysis, and multiple linear regression analysis.

Research results show that the results of simultaneous hypothesis testing demonstrate the application of green marketing mix consisting of green product, green price, and green price. Green place and green promotion have a significant effect on purchasing decision variables. The results of partial hypothesis testing showed that green product, green place, and green promotion had a significant effect on purchasing decision variables, while green price had no effect. Based on the coefficient of determination, it was found that the variables green product, green price, green promotion and green place had an influence of 43.8%.

As for the suggestion, The Body Shop can develop innovations related to design on product packaging to be more varied and environmentally friendly, always improving the quality of the product. Their products remain good, improving the quality of parking areas for consumer convenience, paying attention to the location of ecolabel symbols on every package of The Body Shop products and expanding the spread of The Body Shop outlets across Indonesia. So that consumers can be encouraged to purchase products at The Body Shop.

Keywords: Green Marketing Mix, Green Product, Green Price, Green Place, Green Promotion, Purchase Decision, The Body Shop.