

ABSTRACT

As human thinking about things develops, consumers are also starting to think about choosing products that can be prioritized as a top priority. As wise consumers, of course we really think about the quality offered by a product to take into consideration whether the product is suitable for consumption or not.

This research aims to determine and analyze the influence of green marketing and brand awareness on purchasing decisions for Aqua brand AMDK products (Study among students at the Faculty of Economics and Business, Telkom University).

The approach used in this research is a quantitative approach that focuses on the influence of green marketing and brand awareness on the decision to purchase Aqua brand bottled drinking water (AMDK) (Study among students at the Faculty of Economics and Business, Telkom University)

Based on the results of the research and hypothesis testing that has been carried out, the green marketing and brand awareness variables simultaneously have a positive and significant influence on purchasing decisions, which means that the better the green marketing and brand awareness, the better the purchasing decisions will be. (2) Based on the results of the hypothesis test that has been carried out, the green marketing variable has a positive and significant influence on purchasing decisions, which means that the better the green marketing, the better the purchasing decision will be, and vice versa. (3) Based on the results of the hypothesis test that has been carried out, the brand awareness variable has a positive and significant influence on purchasing decisions, which means that the better the brand awareness, the better the purchasing decision will be, and vice versa.

Researchers hope that with the results of this research, they can add other independent variables which can certainly influence purchasing decisions, such as: recognizing problems, actions to evaluate alternatives, purchasing decisions, post-purchase behavior and so on.

Keywords: *Green Marketing, Brand Awareness, and Purchasing Decisions*