

ABSTRACT

THE EFFECT OF GREEN PACKAGING AND GREEN ADVERTISING ON THE DECISION TO PURCHASE ADES BRAND BOTTLED DRINKING WATER (AMDK) IN BANDAR LAMPUNG

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Bottled drinking water is a beverage product that is familiar to the public, especially in Indonesia. Almost everyone has bought or consumed bottled water of any brand. This research purpose was to prove the effect of green packaging and green advertising on the decision to purchase Ades brand bottled drinking water (AMDK) in Bandar Lampung. The population in the study was Ades AMDK consumers in Bandar Lampung. The data was analyzed by multiple linear regression. The research results were analyzed using multiple linear regression and proved that green packaging and green advertising did not affect the decision to purchase Ades brand in Bandar Lampung.

Keywords: Green Packaging, Green Advertising, AMDK, Ades.



ABSTRAK

PENGARUH *GREEN PACKAGING* DAN *GREEN ADVERTISING* TERHADAP KEPUTUSAN PEMBELIAN PRODUK AIR MINUM DALAM KEMASAN (AMDK) ADES DI BANDAR LAMPUNG

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Air minum dalam kemasan merupakan produk minuman yang sudah tidak lagi asing dikalangan masyarakat khususnya di Indonesia. Hampir semua kalangan pernah membeli atau mengkonsumsi air minum dalam kemasan dalam merek apapun. Penelitian ini bertujuan membuktikan pengaruh *green packaging* dan *green advertising* terhadap Keputusan Pembelian Produk air mineral Ades. Hasil penelitian ini menunjukkan bahwa secara simultan diperoleh bahwa *green packaging* dan *green advertising* tidak berpengaruh signifikan terhadap keputusan pembelian produk Ades di Bandar Lampung.

Kata Kunci: *Green Packaging*, *Green Advertising* Keputusan Pembelian.