

ABSTRAK

PENGARUH *GREEN MARKETING* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN AVOSKIN BEAUTY DENGAN CITRA MEREK SEBAGAI VARIABEL INTERVENING DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing* dan *electronic word of mouth* terhadap keputusan pembelian produk Avoskin Beauty dengan citra merek sebagai variabel intervening di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang dikumpulkan melalui kuesioner yang disebar dengan teknik *purposive sampling* kepada 160 responden yang merupakan pengguna Avoskin Beauty di Bandar Lampung yang telah menggunakan produk Avoskin Beauty selama minimal 3 bulan dan aktif pada media sosial Avoskin. Analisis data dilakukan melalui analisis jalur (*path analysis*) menggunakan perangkat lunak SPSS 27. Hasil penelitian menunjukkan bahwa bahwa secara langsung *green marketing* dan *electronic word of mouth* berpengaruh terhadap keputusan pembelian. *Green marketing* dan *electronic word of mouth* berpengaruh terhadap citra merek. Citra merek berpengaruh terhadap keputusan pembelian. Citra merek sebagai variabel intervening memberikan pengaruh yang kuat, dengan nilai pengaruh tidak langsung antara *green marketing* terhadap keputusan pembelian melalui citra merek sebesar 0,412 yang nilainya lebih besar dibandingkan pengaruh langsung sebesar -0,217. Sementara itu, citra merek sebagai variabel intervening memberikan pengaruh yang lemah, dengan nilai pengaruh tidak langsung antara *electronic word of mouth* terhadap keputusan pembelian melalui citra merek sebesar 0,074, yang nilainya lebih kecil dibandingkan pengaruh langsung sebesar 0,798. Dengan demikian, ada atau tidak adanya citra merek sebagai variabel intervening tidak memengaruhi hubungan *electronic word of mouth* terhadap keputusan pembelian.

Kata kunci: *Green Marketing*, *Electronic Word of Mouth*, Citra Merek, Keputusan Pembelian, Avoskin Beauty.

ABSTRACT

THE INFLUENCES OF GREEN MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS FOR AVOSKIN BEAUTY PRODUCTS WITH BRAND IMAGE AS INTERVENING VARIABLE IN BANDAR LAMPUNG

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This research aimed to analyze the influence of green marketing and electronic word of mouth on purchase decisions for Avoskin Beauty products, with brand image as intervening variable in Bandar Lampung. A quantitative approach was used in this research, with data collection of questionnaires using purposive sampling to 160 respondents. Those respondents were Avoskin Beauty users in Bandar Lampung who had been using the products for at least three months and were active on Avoskin's social media platforms. Then the data were analyzed using path analysis with SPSS 27 software. The findings showed that both green marketing and electronic word of mouth had a direct effect on purchase decisions. Both factors influenced brand image so that it significantly influenced purchase decisions. Meanwhile, brand image as intervening variable strongly influenced the relationship between green marketing and purchase decisions, with an indirect effect value of 0.412 which was greater than the direct effect of -0.217. Conversely, brand image had a weak influence on the relationship between electronic word of mouth and purchase decisions, with an indirect effect of 0.074 which was smaller than the direct effect of 0.798. To sum up, with or without brand image as intervening variable did not significantly influence the relationship between electronic word of mouth and purchase decisions.

Keywords: Green Marketing, Electronic Word of Mouth, Brand Image, Purchase Decisions, Avoskin Beauty

