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THE INFLUENCE OF BRAND IMAGE, GREEN MARKETING, AND WORD OF MOUTH ON PURCHASE DECISIONS OF LE MINERALE PRODUCTS AMONG GENERATION Z IN DEPOK CITY.

Scientific Paper, Management Study Program, Faculty of Economics, Gunadarma University, 2026

ABSTRACT

The purpose of this study is to analyze the influence of brand image, green marketing, and word of mouth on purchase decisions of Le Minerale products among Generation Z in Depok City.

This study employs a quantitative approach using primary data. The analytical methods used include validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, multiple linear regression analysis, coefficient of determination, F-test, and t-test. The data were collected through the distribution of questionnaires to 101 respondents who are consumers of Le Minerale products in Depok City, using a non-probability sampling technique with the purposive sampling method. The data analysis was conducted using SPSS version 25.

The results indicate that simultaneously, the variables of brand image, green marketing, and word of mouth have a significant effect on purchase decisions of Le Minerale products. However, partially, only brand image has a significant effect on purchase decisions, while green marketing and word of mouth do not have a significant effect. The value of the coefficient of determination (R Square) is 0.213, indicating that the independent variables are able to explain 21.3% of the variation in purchase decisions, while the remaining percentage is influenced by other factors outside the research model. The most dominant variable influencing purchase decisions is brand image.

Keywords: *Brand Image, Green Marketing, Word of Mouth, Purchase Decision*
(xii + 65 + appendices)
Refrences (2016 - 2024)