

***THE INFLUENCE OF GREEN MARKETING AND BRAND AWARENESS
ON THE PURCHASE DECISION OF LEMONILO INSTANT NOODLES
WITH BUYING INTEREST AS THE INTERVENING VARIABLE***

ABSTRACT

The objective of this research is to analyze the influence of green marketing and brand awareness on purchase intention, as well as the effects of green marketing and brand awareness on purchasing decisions. Additionally, it aims to examine the impact of purchase intention on purchasing decisions and how green marketing and brand awareness affect purchasing decisions through purchase intention as an intervening variable.

The data collection method utilized in this study involved the use of a questionnaire. The population for this research consisted of respondents who have previously purchased Lemonilo products and reside in the Jabodetabek area. The sampling method employed was non-probability sampling, specifically purposive sampling, with a total sample size of 100 respondents.

The analytical tool used for testing was SmartPLS. The stages of testing included Path Analysis, Outer Model (Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Cross Loadings, Composite Reliability, Cronbach's Alpha), Inner Model (Coefficient of Determination, Predictive Relevance (Q²), F-Square), and Hypothesis Testing (Bootstrapping and Path Coefficients).

Keywords: Brand Awareness, Green Marketing, Purchase Decision, Buying Interest

(xiii + 88 + Lampiran)

References: (2018-2024)