

**ANALYSIS OF GREEN PRODUCTS, GREEN BRAND IMAGE, GREEN
TRUST, GREEN ADVERTISING, AND SERVICE QUALITY ON THE
PURCHASING DECISION OF PRODUC GARNIER MICELLAR WATER
VITAMIN C IN TANGERANG REGENCY**
ABSTRACT

Garnier Micellar Cleansing Water Vitamin C is a facial cleanser (cleanser) containing vitamin C to remove makeup, cleanse the face, and brighten dull face. Suitable for dull skin, even sensitive skin. The purpose of this study is to analyze the impact of purchasing decisions in the purchase decision process by consumers using green product variables, green brand image, green trust, green advertising, and service quality. The sample of this study amounted to 300 respondents, namely people around Tangerang Regency who had purchased and used Garnier Micellar Water Vitamin C products.

The results showed that the variables of green products, green brand image, green trust, green advertising and service quality affect the purchase decision of Garnier Micellar Water Vitamin C products where in the partial test that affects the purchase decision, namely the variables of green products, green trust, green advertising and service quality are positive while the green brand image does not affect the purchase decision partially. This measurement is used to see whether consumers will make a purchase decision or not on the products that the company offers. This can be done by companies to improve the performance of Garnier Micellar Water Vitamin C products

*Keywords: green product, green brand image, green trust, green advertising, quality of service, purchasing decision.
(xii + 88 + Attachments)*

Bibliography (2013 – 2023)