

Abstrak

Meningkatnya kesadaran konsumen terhadap isu lingkungan mendorong perusahaan untuk menerapkan strategi *green marketing*, termasuk NPure sebagai brand skincare lokal yang mengusung konsep ramah lingkungan melalui penggunaan bahan alami, kemasan daur ulang, dan kampanye keberlanjutan. Oleh karena itu, *brand image* berperan penting sebagai variabel mediasi yang dapat memperkuat pengaruh *green marketing* terhadap keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing* terhadap keputusan pembelian produk NPure dengan *brand image* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan teknik analisis jalur terhadap 97 responden mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Hasil penelitian menunjukkan bahwa *green marketing* berpengaruh positif terhadap *brand image*, dan *brand image* memiliki pengaruh signifikan terhadap keputusan pembelian serta memediasi hubungan antara *green marketing* dan keputusan pembelian.

Kata Kunci: Green Marketing, Brand Image, Keputusan Pembelian, NPure, Mahasiswa.

Abstract

Increasing consumer awareness of environmental issues encourages companies to implement green marketing strategies, including NPure as a local skincare brand that carries an environmentally friendly concept through the use of natural ingredients, recycled packaging, and sustainability campaigns. Therefore, brand image plays an important role as a mediating variable that can strengthen the influence of green marketing on purchasing decisions. This study aims to analyze the effect of green marketing on purchasing decisions for NPure products with brand image as a mediating variable. The study used a quantitative approach with path analysis techniques on 97 student respondents from the Faculty of Economics and Business, Trunojoyo University Madura. The results showed that green marketing has a positive effect on brand image, and brand image has a significant effect on purchasing decisions and mediates the relationship between green marketing and purchasing decisions.

Keywords: Green Marketing, Brand Image, Purchasing Decisions, NPure, Students.