

ABSTRACT

Siti Fatimah, Effect of Green Marketing on the decision to purchase Sephora products (Study of Trunojoyo University Students, Madura). Under the guidance of Yustina Chrismardani, S.Si., MM.

This research aims to determine the effect of Green Marketing which consists of Green Product, Green Price, Green Place and Green Promotion on the purchasing decisions of Sephora products (Study of Trunojoyo University Students, Madura) in 2017 to 2020. Sampling in this study used purposive sampling and analyzed using multiple linear regression analysis. The results of this study indicate that Green Marketing which consists of Green Product, Green Price, Green Place and Green Promotion on the purchasing decision of Sephora products has a simultaneous effect on purchasing decisions, and the variables of Green Product, Green Price, Green Place and Green Promotion have a significant effect on the purchasing decision. significant. partial to purchasing decisions.

Keywords: Green Product, Green Price, Green Place and Gree Promotion and purchasing decisions.

ABSTRAK

Siti Fatimah, Pengaruh *Green Marketing* Terhadap Keputusan Pembelian Produk Sephora (Studi Pada Mahasiswi Universitas Trunojoyo Madura). Dibawah bimbingan Yustina Chrismardani, S.Si.,MM.

Penelitian ini bertujuan untuk mengetahui tentang pengaruh *Green Marketing* yang terdiri dari *Green Product*, *Green Price*, *Green Place* dan *Green Promotion* terhadap keputusan pembelian produk Sephora (Studi Pada Mahasiswi Universitas Trunojoyo Madura) tahun 2017 sampai 2020. Pengambilan sampel pada penelitian ini menggunakan *purposive sampling* dan dianalisis menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa *Green Marketing* yang terdiri dari *Green Product*, *Green Price*, *Green Place* dan *Green Promotion* terhadap keputusan pembelian produk Sephora berpengaruh secara simultan terhadap keputusan pembelian ,dan variabel *Green Product*, *Green Price*, *Green Place* dan *Green Promotion* berpengaruh signifikan secara parsial terhadap keputusan pembelian.

Kata Kunci : *Green Product*, *Green Price*, *Green Place* dan *Gree Promotion* dan keputusan pembelian.