

ABSTRACT

Alda Oktitania Askaria, *The Role Of Green Marketing on Purchase Intention Through Brand Trust (Study On Products Love Beauty and Planet). Under guidance of Dr. Mohammad Arief, S.E., M.M.*

Environmental pollution continues to increase every year and the beauty industry is one of the environmental pollution that we need to face right now. This research was conducted to determine the effect of green marketing on purchase intention through brand trust of environmentally friendly products. The independent variables studied were green marketing (X), purchase intention (Y) as the dependent variable, while the mediation variable was brand trust (Z).

The research approach used is quantitative with an explanatory method. The population in this study are respondents who know about Love Beauty and Planet products. The results showed that there was a positive influence of green marketing on trust of environmentally friendly products, there was a positive influence of green marketing on purchase intention, there was a positive influence of trust in environmentally friendly product on purchase intention, and there was an indirect effect of green marketing on purchase intention through trust environmentally friendly product. In this study, brand trust for environmentally friendly products fully mediates the effect of green marketing on purchase intention.

Keywords: *Green Marketing, Purchase Intention, Brand Trust for Environmentally Friendly Products*

ABSTRAK

Alda Oktitania Askaria, Peran *Green Marketing* terhadap Minat Beli Melalui Kepercayaan Merek (Studi Pada Produk *Love Beauty and Planet*). Dibawah bimbingan Dr. Mohammad Arief, S.E., M.M.

Pencemaran lingkungan terus meningkat setiap tahunnya dan industri kecantikan salah satu fenomena yang sedang kita hadapi. Penelitian ini dilakukan untuk mengetahui pengaruh dari *green marketing* terhadap minat beli melalui kepercayaan merek produk ramah lingkungan. Variabel independen yang diteliti adalah *green marketing* (X), minat beli (Y) sebagai variabel dependen, sedangkan variabel mediasi adalah kepercayaan merek (Z).

Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode eksplanatif. Populasi dalam penelitian ini adalah responden yang mengetahui produk *Love Beauty and Planet*. Hasil Penelitian menunjukkan bahwa terdapat pengaruh positif *green marketing* terhadap kepercayaan merek produk ramah lingkungan, terdapat pengaruh positif *green marketing* terhadap minat beli, terdapat pengaruh positif kepercayaan merek produk ramah lingkungan terhadap minat beli, dan terdapat pengaruh tidak langsung *green marketing* terhadap minat beli melalui kepercayaan merek produk ramah lingkungan. Dalam penelitian ini, kepercayaan merek produk ramah lingkungan memediasi secara penuh pengaruh *green marketing* terhadap minat beli.

Kata Kunci: *Green Marketing*, Minat Beli, Kepercayaan Merek Produk Ramah Lingkungan