

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Green Marketing Mix* Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy di Kota Lhokseumawe.

Penelitian ini bertujuan untuk menganalisis Pengaruh *Green Marketing Mix* Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy di Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 112 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa secara parsial *green product* berpengaruh positif dan signifikan terhadap Keputusan pembelian Honda Scoopy di Kota Lhokseumawe. *Green price* berpengaruh positif dan signifikan terhadap Keputusan pembelian Honda Scoopy di Kota Lhokseumawe. *Green place* berpengaruh positif dan signifikan terhadap Keputusan pembelian Honda Scoopy di Kota Lhokseumawe. *Green promotion* berpengaruh positif dan signifikan terhadap Keputusan pembelian Honda Scoopy di Kota Lhokseumawe. Secara simultan *green product*, *green price*, *green place* dan *green promotion* berpengaruh terhadap Keputusan pembelian Honda Scoopy di Kota Lhokseumawe.

Kata Kunci : *Green Product*, *Green Price*, *Green Place*, *Green Promotion*, Keputusan pembelian

ABSTRACT

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Study Program : Manajemen
Title : *The Influence of Green Marketing Mix on Purchasing Decisions of Honda Scoopy Motorcycles in Lhokseumawe City.*

This study aims to analyze the Influence of Green Marketing Mix on Purchasing Decisions of Honda Scoopy Motorcycles in Lhokseumawe City. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. Respondents in this study were 112 respondents. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that partially green products have a positive and significant effect on Purchasing Decisions of Honda Scoopy in Lhokseumawe City. Green price has a positive and significant effect on Purchasing Decisions of Honda Scoopy in Lhokseumawe City. Green place has a positive and significant effect on Purchasing Decisions of Honda Scoopy in Lhokseumawe City. Green promotion has a positive and significant effect on Purchasing Decisions of Honda Scoopy in Lhokseumawe City. Simultaneously green product, green price, green place and green promotion have an effect on Purchasing Decisions of Honda Scoopy in Lhokseumawe City.

Keywords: *Green Product, Green Price, Green Place, Green Promotion, Purchasing Decisions*