

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Green Marketing* Terhadap Keputusan Pembelian Skin Care Npure Di Kota Lhokseumawe

N'Pure merupakan merek skin care lokal Indonesia yang mengusung konsep bahan alami dan ramah lingkungan melalui penerapan strategi *green marketing*. Namun, belum seluruh aspek *green marketing* menjadi pertimbangan utama konsumen dalam menentukan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *green product*, *green price*, *green place*, dan *green promotion* terhadap keputusan pembelian produk skin care N'Pure di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan dari 114 responden melalui teknik purposive sampling, dengan kriteria konsumen yang pernah membeli dan menggunakan produk skin care N'Pure. Instrumen penelitian berupa kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan dengan regresi linear berganda dengan uji t dan uji F menggunakan SPSS versi 22. Hasil penelitian menunjukkan bahwa secara parsial *green place* dan *green promotion* berpengaruh positif dan signifikan terhadap keputusan pembelian. Sementara itu, *green product* dan *green price* tidak menunjukkan pengaruh signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa distribusi yang ramah lingkungan dan promosi berbasis keberlanjutan berperan penting dalam mendorong keputusan pembelian konsumen.

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

ABSTRACT

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Study Program : *Management*

Title : *The Effect of Green Marketing on Purchasing Decisions of N'Pure Skin Care Product in Lhokseumawe City*

N'Pure is a local Indonesian skincare brand that adopts the concept of natural and environmentally friendly product through the implementation of green marketing strategies. However, not all aspects of green marketing have become the main considerations for consumers in making purchasing decisions. This study aims to analyze the effect of green product, green price, green place, and green promotion on purchasing decisions of N'pure skincare products in Lhokseumawe City. This research uses a quantitative approach with a survey method. The data were collected from 114 respondents using purposive sampling, with the criteria of consumers who have purchased and use N'Pure skincare products. The research instrument was a questionnaire that had been tested for validity and reliability. Data analysis was conducted using multiple linear regression with t-test and F-test through SPSS version 22. The results indicate that partially, green place and green promotion have a positive and significant effect on purchasing decisions. Meanwhile, green product and green price do not show a significant effect on purchasing decisions. These findings suggest that environmentally friendly distribution and sustainability-based promotion play an important role in encouraging consumer purchasing decisions.

Keywords: *Green Product, Green Price, Green Place, Green Promotion, Purchasing Decision.*