

## ABSTRAK

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Program Studi : Program Sarjana Ilmu Manajemen  
Judul : Pengaruh *Green Marketing Mix* Terhadap Minat Beli Produk The Body Shop Di Aceh

Tujuan dari penelitian ini adalah untuk menganalisis dan mengetahui pengaruh green product, green place, green price dan green promotion terhadap minat beli produk The Body Shop. Jenis penelitian ini adalah penelitian kuantitatif dengan jumlah penduduk konsumen di Kota Lhokseumawe. Jumlah responden sebanyak 140 orang yang diambil dengan menggunakan teknik purposive sampling. Sumber data berasal dari data primer yang diperoleh melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah metode analisis deskriptif dan analisis regresi linier berganda, uji asumsi klasik, uji instrumen (validitas dan reliabilitas), pengujian hipotesis dan uji koefisien penentuan dan uji korelasi serta dianalisis dengan bantuan program aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa secara bersamaan green product, green price, green place dan green promotion berpengaruh positif dan signifikan terhadap minat beli produk The Body Shop. Sedangkan sebagian variabel green product, green price, green place dan green promotion berpengaruh signifikan terhadap minat beli. Promosi hijau merupakan variabel yang paling dominan mempengaruhi minat beli dengan nilai t sebesar 3.485.

**Kata Kunci :** Green Marketing Mix, Minat Beli

## ABSTRACT

*Name : Puja Ramadhani*  
*Study Program : Bachelor of Science Management*  
*Title : The Influence Of Green Marketing Mix On Buying Interest For Body Shop Products In Aceh*

*The purpose of this study was to analyze and determine the effect of green product, green place, green price and green promotion on buying interest in The Body Shop products. This type of research is quantitative research with a population of consumers in Lhokseumawe City. The number of respondents was 140 people who were taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis technique used is descriptive analysis method and multiple linear regression analysis, classical assumption test, instrument test (validity and reliability), hypothesis testing and determination coefficient test and correlation test and analyzed with the help of SPSS application program. The results of this study indicate that simultaneously green product, green price, green place and green promotion have a positive and significant effect on buying interest in The Body Shop products. While partially the variables green product, green price, green place and green promotion have a significant influence on buying interest. Green promotion is the most dominant variable affecting buying interest with a t value of 3.485.*

*Keywords : Green Marketing Mix, Buying Interest*