

## ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Green marketing*, *Corporate social marketing* dan inovasi *green product* terhadap keputusan pembelian dengan *brand image* sebagai variabel intervening pada produk Natasha Skin Care. Populasinya adalah konsumen yang melakukan pembelian produk Natasha Skin Care di Kota Semarang. Dengan menggunakan teknik *purposive sampling*, diperoleh jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analisis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *green marketing*, *corporate social marketing* dan *inovasi green product* terbukti mempunyai pengaruh positif terhadap *brand image*. *Green marketing*, *corporate social marketing*, *inovasi green product* dan *brand image* mempunyai pengaruh positif terhadap keputusan pembelian. *Brand image* tidak mampu menjadi variabel intervening antara *green marketing* dengan keputusan pembelian, sedangkan *brand image* mampu menjadi variabel intervening antara *corporate social marketing* terhadap keputusan pembelian. *Brand image* mampu menjadi variabel intervening antara *inovasi green product* terhadap *repurchase* artinya semakin perusahaan mampu melakukan inovasi terhadap produk yang ramah lingkungan, maka akan semakin meningkatkan *image* positif sehingga akan meningkatkan keputusan konsumen untuk melakukan pembelian terhadap merek tersebut

Kata Kunci : *Green marketing*, *corporate social marketing*, *inovasi green product*, *brand image* dan keputusan pembelian.

## **ABSTRACT**

This study aims to determine and analyze the influence of Green marketing, Corporate social marketing and green product innovation on purchasing decisions with brand image as an intervening variable on Natasha Skin Care products. The population is consumers who purchase Natasha Skin Care products in Semarang City. By using purposive sampling technique, obtained a total sample of 100 respondents. The analysis tool is the path of analysis, which was previously tested for validity and reliability as well as the classic assumption test.

The test results show that green marketing, corporate social marketing and green product innovation are proven to have a positive influence on brand image. Green marketing, corporate social marketing, green product innovation and brand image have a positive influence on purchasing decisions. Brand image is not able to be an intervening variable between green marketing and purchasing decisions, while brand image is able to be an intervening variable between corporate social marketing and purchasing decisions. Brand image is able to be an intervening variable between green product innovation on repurchase, meaning that the more the company is able to innovate on environmentally friendly products, the more it will improve the positive image so that it will increase the consumer's decision to buy the brand

**Keywords:** Green marketing, corporate social marketing, green product innovation, brand image and purchasing decisions