

## ABSTRAK

Tumbuhnya klinik-klinik kecantikan di Indonesia semakin menambah kompetitifnya persaingan bisnis, sehingga pihak manajemen klinik terus membenahi strategi guna menarik konsumen. Strategi yang diterapkan salah satunya adalah mencermati permintaan konsumen seiring dengan menjamurnya usaha klinik kecantikan.

Penelitian ini yang menjadi populasi adalah klinik kecantikan di Kota Semarang yang jumlahnya tidak diketahui dengan pasti. Adapun sampel dalam penelitian sebanyak 100 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*, karena dalam menetapkan sampel berdasarkan kriteria tertentu. Alat analisis yang digunakan adalah analisis regresi linier berganda.

Hasil analisis dapat disimpulkan *Green marketing* berpengaruh secara positif dan signifikan terhadap *brand image*. *Social media* berpengaruh secara positif dan signifikan terhadap *brand image*. Perceived harga berpengaruh secara positif dan signifikan terhadap *brand image*. *Green marketing* berpengaruh secara positif dan signifikan terhadap *purchase intention*. *Attitude customer* berpengaruh secara positif dan signifikan terhadap *purchase intention*. Perceived harga berpengaruh secara positif dan signifikan terhadap *purchase intention*. *Brand image* berpengaruh secara positif dan signifikan terhadap *purchase intention*.

**Kata Kunci :** *green marketing, social media marketing, perceived harga, brand image dan purchase intention of green product*

## ABSTRACT

The growth of beauty clinics in Indonesia has increased the competitive edge of business competition, so that the clinic management continues to improve its strategies to attract consumers. One of the strategies implemented is to observe demand along with the mushrooming of beauty clinic businesses.

The research population is a beauty clinic in the city of Semarang which is not known with certainty. The sample in the study was 100 respondents. The sampling technique in this study used purposive sampling, because in determining the sample based on certain criteria. The analytical tool used is multiple linear regression analysis.

The results of the analysis can be ignored. Green marketing has a positive and significant effect on brand image. Social media has a positive and significant effect on brand image. Price has a positive and significant effect on brand image. Green marketing has a positive and significant effect on purchase intention. Customer attitudes have a positive and significant effect on purchase intention. Price perception has a positive and significant effect on purchase intention. Brand image has a positive and significant effect on purchase intention.

Keywords: green marketing, social media marketing, price perception, brand image and purchase intention of green products

