

ABSTRAK

Penelitian ini dimaksudkan untuk mengidentifikasi serta menganalisis bagaimana pengaruh *green marketing* dan *electronic word of mouth* (EWOM) terhadap minat beli ulang melalui citra merek dengan studi pada para konsumen Geprek Benu di Kota Semarang. Populasi dalam penelitian ini adalah seluruh konsumen Geprek Benu. Sampel penelitian ini adalah sebagian konsumen Geprek Benu di Kota Semarang yang diambil menggunakan metode *purposive* sampling dan kalkulasi rumus *slovin* dengan jumlah sebanyak 100 responden. Hasil analisis penelitian menunjukkan *green marketing* berpengaruh positif signifikan terhadap citra merek. EWOM berpengaruh positif signifikan terhadap citra merek produk. *Green marketing* berpengaruh positif signifikan terhadap minat beli ulang. EWOM berpengaruh positif signifikan terhadap minat beli ulang produk. Citra merek berpengaruh positif signifikan terhadap minat beli ulang. Citra merek mampu memediasi pengaruh tidak langsung antara *green marketing* dan EWOM terhadap minat beli ulang.

Kata Kunci: *Green Marketing, Electronic Word of Mouth, Citra Merek, Minat Beli Ulang*



ABSTRACT

This research is intended to identify and analyze how the influence of green marketing and electronic word of mouth (EWOM) on repurchase interest through brand image with a study on Geprek Benu consumers in Semarang City. The population in this study were all Geprek Benu consumers. The sample of this research is some Geprek Benu consumers in the city of Semarang who were taken using purposive sampling method and the slovin formula calculation with a total of 100 respondents. The results of the research analysis show that green marketing has a significant positive effect on brand image. EWOM has a significant positive effect on product brand image. Green marketing has a significant positive effect on repurchase interest. EWOM has a significant positive effect on product repurchase interest. Brand image has a significant positive effect on repurchase interest. Brand image is able to mediate the indirect influence between green marketing and EWOM on repurchase interest.

Keywords: *Green Marketing, Electronic Word of Mouth, Brand Image, Repurchase Interest*

