

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *green marketing tools* yang terdiri dari *eco-label*, *eco-brand* dan *environmental advertisement* serta mengenai *green product purchase decision* (survei pada mahasiswa FEB Universitas Pasundan Bandung) baik secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 95 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan menyebarkan kuesioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi. Hasil pada penelitian ini menunjukkan bahwa variabel *green marketing tools* yang terdiri dari *eco-label*, *eco-brand* dan *environmental advertisement* serta memiliki pengaruh yang positif dan signifikan terhadap variabel *green product purchase decision* secara simultan sebesar 81,4% dan sisanya sebesar 18,6% dipengaruhi oleh variabel yang tidak diteliti. Secara parsial besarnya pengaruh *eco-label* terhadap *green product purchase decision* adalah sebesar 13,9% sedangkan secara parsial besarnya pengaruh *eco-brand* terhadap *green product purchase decision* adalah 35,7% dan besarnya pengaruh *environmental advertisement* terhadap *green product purchase decision* secara parsial adalah sebesar 31,8%.

Kata Kunci: *Green Marketing Tools, Eco-Label, Eco-Brand, Environmental Advertisement, Green Product Purchase Decision*

ABSTRACT

This study aims to determine the effect of green marketing tools consisting of eco-labels, eco-brands and environmental advertisements as well as on green product purchase decisions (a survey of FEB students, Pasundan University, Bandung) either simultaneously or partially. The research method used is descriptive and verification method with a total sample of 95 respondents. Testing the research instrument using validity and reliability tests. Data collection techniques used were observation, interviews and distributing questionnaires. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination. The results of this study indicate that the green marketing tools variable consisting of eco-label, eco-brand and environmental advertisement and has a positive and significant influence on the green product purchase decision variable simultaneously by 81.4% and the remaining 18.6% influenced by variables not examined. Partially the magnitude of the effect of eco-label on green product purchase decisions is 13.9%, while partially the magnitude of the influence of eco-brands on green product purchase decisions is 35.7% and the magnitude of the effect of environmental advertisements on green product purchase decisions is partially 31.8%.

Keywords: *Green Marketing Tools, Eco-Label, Eco-Brand, Environmental Advertisement, Green Product Purchase Decision*