**ABSTRAK**

Penggunaan sampah plastik sekarang menjadi sorotan dikarenakan produksi sampah plastik yang kian meningkat setiap tahunnya, Anatomi *Coffe & Space* berupaya untuk ikut serta mengkampanyekan pengurangan penggunaan plastik. Anatomi *Coffee & Space* adalah perusahaan yang bergerak dii bidang *food & beverage* yang mengkampanyekan isu ramah lingkunan. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *green marketing* dan *brand image* terhadap *purchase intention* konsumen di Anatomi *Coffee & Space* secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Pengujian instrument penelitian menggunkan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *green marketing* dan *brand image* terhadap *purchase intention*. Besarnya pengaruh *green marketing* dan *brand image* terhadap *purchase intention* secara simultan yaitu 66.9% dan sisanya 33.1% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *green maketing* terhadap *purchase intention* sebesar 26.9% dan pengaruh *brand image* terhadap *purchase intention* sebesar 40%, sehingga dapat disimpulkan bahwa *brand image* memiliki pengaruh yang paling besar terhadap proses *purchase intention*.

**Kata Kunci : Green Marketing , Brand Image , dan Purchase Intention, Anatomi Coffee & Space.**

***ABSTRACT***

*The use of plastic waste has become a significant concern due to the increasing production of plastic waste each year. Anatomi Coffee & Space is making efforts to participate in campaigning for the reduction of plastic use. Anatomi Coffee & Space is a company in the food and beverage industry that promotes environmentally friendly issues. This research aims to determine the extent of the influence of green marketing and brand image on consumer purchase intention at Anatomi Coffee & Space, both simultaneously and partially. The research method used is descriptive and verificative with a sample size of 100 respondents. The research instrument testing includes validity and reliability tests. The data analysis methods used are multiple linear regression analysis, multiple correlation analysis, hypothesis testing, and the coefficient of determination. The results of the study indicate that there is a positive and significant influence of green marketing and brand image on purchase intention. The simultaneous influence of green marketing and brand image on purchase intention is 66.9%, with the remaining 33.1% influenced by other variables not examined. Partially, the influence of green marketing on purchase intention is 26.9%, while the influence of brand image on purchase intention is 40%. Therefore, it can be concluded that brand image has the most significant impact on the purchase intention process.*

***Keywords : Green Marketing, Brand Image, Purchase Intention, and Anatomi Coffee & Space***