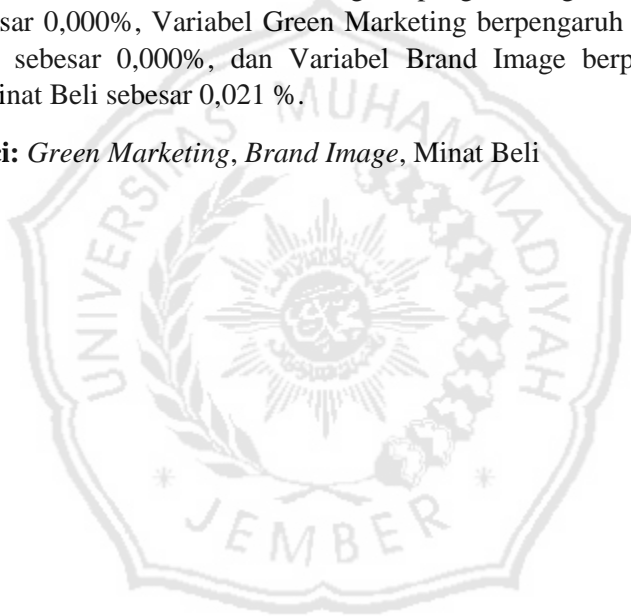


ABSTRAK

Penelitian dengan judul Implementasi Green Marketing Terhadap Minat Beli yang Dimediasi Oleh Brand Image Pada AMDK Al-Qodiri Jember bertujuan untuk mengetahui dan menganalisis pengaruh Green Marketing dan Brand Image terhadap Minat Beli pelanggan pada AMDK Al-Qodiri, baik secara parsial maupun simultan. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh melalui penyebaran kuisisioner kepada responden, yaitu pelanggan AMDK Al-Qodiri di kecamatan Patrang yang berjumlah 110 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik random sampling. Untuk menganalisis data, penulis menggunakan analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa variabel Green Marketing berpengaruh signifikan terhadap Brand Image sebesar 0,000%, Variabel Green Marketing berpengaruh signifikan terhadap Minat Beli sebesar 0,000%, dan Variabel Brand Image berpengaruh signifikan terhadap Minat Beli sebesar 0,021 %.

Kata Kunci: *Green Marketing, Brand Image, Minat Beli*



ABSTRACT

This research with the title Implementation of Green Marketing to Purchase Interest which is mediated by Brand Image in AMDK Al-Qodiri Jember, which have an aim to find out and analyze the influence of Green Marketing and Brand Image to the customer in their purchase interest in AMDK Al-Qodiri, either partially or simultaneously. The data that the researcher uses in this research is primary data by distributing the questionnaires to the respondents, the customers of Al-Qodiri bottled water in Patrang are around 110 respondents. The sampling technique in this research use a random sampling technique. To analyze the data, the researcher uses path analysis. The results of this research show that the Green Marketing variable had a significant effect on Brand Image around 0,000%, the Green Marketing variable had a significant effect on Purchase Interest around 0,000%, and the Brand Image Variable had a significant effect on Purchase Interest around 0,021%.

Keywords : *Green Marketing, Brand Image, Purchase Interest*

