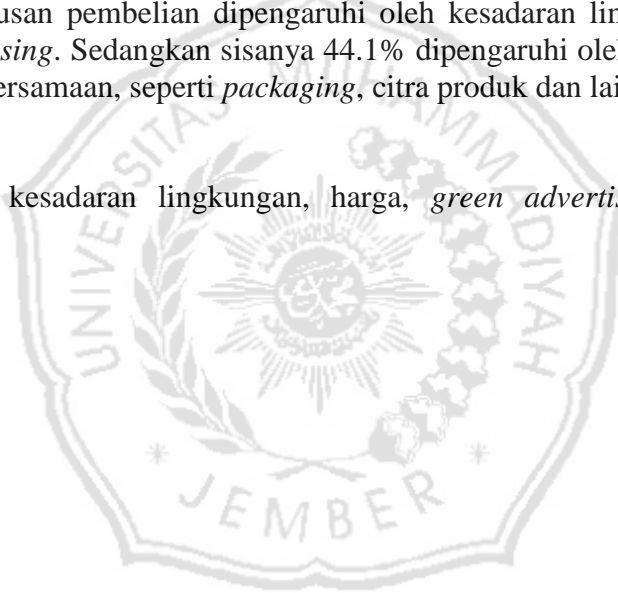


ABSTRAK

Penelitian bertujuan menganalisis pengaruh kesadaran lingkungan, harga dan *green advertising* terhadap keputusan pembelian Ades di Jember. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen Ades di Jember, Sampel yang diambil adalah 40 responden dengan teknik *purposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa kesadaran lingkungan, harga dan *green advertising* memiliki nilai koefisien positif, artinya jika kesadaran lingkungan semakin tinggi, harga semakin terjangkau dan *green advertising* semakin baik maka keputusan pembelian Ades akan semakin meningkat. Analisis koefisien determinasi menunjukkan bahwa 55.9% keputusan pembelian dipengaruhi oleh kesadaran lingkungan, harga dan *green advertising*. Sedangkan sisanya 44.1% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti *packaging*, citra produk dan lain-lain..

Kata kunci: kesadaran lingkungan, harga, *green advertising* dan keputusan pembelian



ABSTRACT

This research has a purpose to analyze the influence of environmental awareness, price and green advertising to purchase decision of Aedes in Jember. This type of research is descriptive quantitative and research design is explanatory. The population in this research is all Aedes customers in Jember. The samples used were 40 respondents, using the technique of probability sampling with purposive sampling approach. The analysis tool using multiple linear regression. The result shows that environmental awareness, price and green advertising have positive coefficient value, it showed that the higher value of environmental awareness, price and green advertising, it will cause an increase in purchase decision of Aedes. Coefficient determination analysis shows that 55.9% of purchase decision influenced by environmental awareness, price and green advertising. While the remaining 44.1% is influenced by other variables outside the model or equation, like packaging, product image and others

Key words: environmental awareness, price, green advertising and purchase decision

