

**PENGARUH *GREEN PRODUCT* DAN *GREEN ADVERTISING*
TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE* ORIFLAME PADA
SPO 2235 PUPUAN**

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ABSTRAK

Tujuan dari penelitian ini adalah untuk pengaruh *green product* dan *green advertising* terhadap keputusan pembelian, baik secara simultan maupun parsial. Desain penelitian kuantitatif kausal digunakan dalam penelitian ini. Subjek penelitian adalah konsumen yang pernah membeli *skincare* Oriflame pada SPO 2235 Pupuan. Sedangkan objek penelitian yaitu *green product*, *green advertising* dan keputusan pembelian. Penentuan sampel pada penelitian ini menggunakan teknik *purposive* sampling, berapa sampel yang digunakan sebanyak 80 responden. Peralatan yang digunakan di mengumpulkan data ialah kuesioner dan teknik analisis data yang gunakan yaitu analisis regresi linier berganda. Temuan dari penelitian ini adalah (1) *green product* dan *green advertising* berpengaruh signifikan terhadap keputusan pembelian *skincare* Oriflame pada SPO 2235 Pupuan, (2) *green product* berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Oriflame pada SPO 2235 Pupuan, (3) *green advertising* tidak berpengaruh terhadap keputusan pembelian *skincare* Oriflame pada SPO 2235 Pupuan.

Kata kunci: *green product*, *green advertising*, keputusan pembelian

ABSTRACT

The purpose of this study is to influence green product and green advertising on purchasing decisions, either simultaneously or partially. A causal quantitative research design was used in this study. The research subjects were consumers who had purchased Oriflame skincare at SPO 2235 Pupuan. While the object of research is green product, green advertising and purchasing decisions. Determination of the sample in this study using a purposive sampling technique, how many samples were used as many as 80 respondents. The equipment used in collecting data is a questionnaire and the data analysis technique used is multiple linear regression analysis. The findings of this study are (1) green product and green advertising have a significant effect on purchasing decisions for Oriflame skincare at SPO 2235 Pupuan, (2) green products have a positive and significant

effect on purchasing decisions for Oriflame skincare at SPO 2235 Pupuan, (3) green advertising does not influences the decision to buy skincare Oriflame at SPO 2235 Pupuan.

Keywords: green product, green advertising, purchase decision

