

ABSTRAK

Devin Anugrah Asyhari Lubis (1219240045): “Pengaruh *Green Marketing* dan *Brand Image* Terhadap Keputusan Pembelian Produk di IKEA (Studi Pada Konsumen IKEA Kota Baru Parahyangan)”

Meningkatnya kesadaran masyarakat terhadap isu lingkungan mendorong perusahaan untuk mengembangkan strategi pemasaran berkelanjutan seperti *green marketing* serta membentuk *brand image* yang positif di mata konsumen. IKEA sebagai salah satu perusahaan ritel global telah menerapkan strategi *green marketing* dalam aktivitas pemasarannya sekaligus membangun *brand image* yang kuat untuk menarik perhatian konsumen.

Penelitian ini bertujuan untuk mengetahui pengaruh *green marketing* dan *brand image* terhadap keputusan pembelian produk IKEA, baik secara parsial maupun simultan. Penelitian dilakukan dengan menggunakan metode deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan non-probability sampling jenis *purposive sampling* dengan jumlah responden sebanyak 100 orang yang merupakan konsumen IKEA Kota Baru Parahyangan.

Teknik analisis data yang digunakan meliputi analisis deskriptif, uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, analisis regresi linier berganda, uji hipotesis secara parsial (uji t), simultan (uji F), serta koefisien determinasi. Hasil penelitian menunjukkan persamaan regresi $Y = 2,534 + 0,304X_1 + 0,289X_2$. Variabel *green marketing* (X_1) memperoleh nilai $t_{hitung} 5,281 > t_{tabel} 1,985$ dengan signifikansi $0,000 < 0,05$, sedangkan *brand image* (X_2) memperoleh nilai $t_{hitung} 5,749 > t_{tabel} 1,985$ dengan signifikansi $0,000 < 0,05$.

Secara simultan, *green marketing* dan *brand image* terbukti berpengaruh signifikan terhadap keputusan pembelian dengan nilai $F_{hitung} 86,027 > F_{tabel} 3,090$ dan signifikansi $0,000 < 0,05$. Koefisien determinasi menunjukkan pengaruh sebesar 63,9%, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian ini. Dengan demikian, dapat disimpulkan bahwa penguatan strategi *green marketing* dan *brand image* menjadi faktor penting dalam mendorong keputusan pembelian konsumen di IKEA.

Kata Kunci: *Green Marketing*, *Brand Image*, Keputusan Pembelian, IKEA

ABSTRACT

Devin Anugrah Asyhari Lubis (1219240045): "The Influence of Green Marketing and Brand Image on Purchase Decisions of IKEA Products (A Study on IKEA Consumers in Kota Baru Parahyangan)"

Increasing public awareness of environmental issues is driving companies to develop sustainable marketing strategies such as green marketing and build a positive brand image in the eyes of consumers. IKEA, as one of the global retail companies, has implemented a green marketing strategy in its marketing activities while also building a strong brand image to attract consumer attention.

This study aims to determine the influence of green marketing and brand image on IKEA product purchasing decisions, both partially and simultaneously. The research was conducted using a descriptive method with a quantitative approach. The sampling technique used non-probability sampling, specifically purposive sampling, with a total of 100 respondents who are consumers of IKEA Kota Baru Parahyangan.

The data analysis techniques used include descriptive analysis, validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, partial hypothesis tests (t-tests), simultaneous hypothesis tests (F-tests), and the coefficient of determination. The research results show the regression equation $Y = 2.534 + 0.304X_1 + 0.289X_2$. The green marketing variable (X_1) obtained a t-statistic value of 5.281 > t-table 1.985 with a significance of $0.000 < 0.05$, while brand image (X_2) obtained a t-statistic value of 5.749 > t-table 1.985 with a significance of $0.000 < 0.05$.

Simultaneously, green marketing and brand image were proven to have a significant effect on purchasing decisions with an F-statistic value of 86.027 > F-table 3.090 and a significance of $0.000 < 0.05$. The coefficient of determination indicates an influence of 63.9%, while the remaining percentage is influenced by other variables outside the scope of this research. Thus, it can be concluded that strengthening green marketing strategies and brand image is an important factor in driving consumer purchasing decisions at IKEA.

Keywords: Green Marketing, Brand Image, Purchase Decisions, IKEA