

**PENGARUH *GREEN MARKETING* DAN *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP *PURCHASE DECISION*  
DENGAN *BRAND IMAGE* SEBAGAI VARIABEL  
INTERVENING PADA KONSUMEN *THE BODY SHOP* KOTA  
SURABAYA**

**SKRIPSI**

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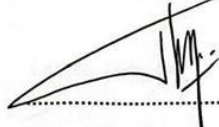
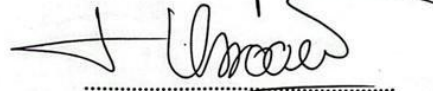
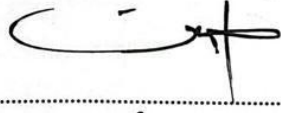
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Sebagai Variabel Intervening Pada Konsumen The Body Shop Kota Surabaya

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## ABSTRAK

Industri kecantikan saat ini menghadapi tantangan yang signifikan terkait kesadaran lingkungan dan kepekaan sosial yang mendorong konsumen untuk memilih produk yang lebih ramah lingkungan dan berkualitas tinggi. Sebagai salah satu pelopor *green marketing* dan *corporate social responsibility*, *The Body Shop* menjadi objek penelitian yang menarik untuk mempelajari bagaimana strategi ini mempengaruhi *purchase decision* di Surabaya.

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing* dan CSR terhadap *purchase decision* dengan *brand image* sebagai variabel intervening. Penelitian ini menggunakan metodologi kuantitatif. Dengan menggunakan rumus Issac Michael ditemukan sebanyak 252 responden yang dijadikan sampel penelitian ini. Peneliti menggunakan analisis *Structural Equation Modeling* (SEM) yaitu *Partial Least Square* (PLS) versi 4 untuk menilai alat dan hipotesis.

Temuan penelitian ini menunjukkan bahwa, pertama, *brand image* dipengaruhi oleh *green marketing*. Kedua, *brand image* dipengaruhi oleh CSR. Ketiga, *purchase decision* dipengaruhi oleh *brand image*. Keempat, *purchase decision* dipengaruhi oleh *green marketing*. Kelima, *purchase decision* dipengaruhi oleh CSR. Keenam, *brand image* berperan dalam memediasi hubungan antara *purchase decision* dengan *green marketing*. Ketujuh, terdapat hubungan antara *purchase decision* dengan *green marketing* yang dimediasi oleh *brand image*.

Berdasarkan temuan tersebut, perusahaan disarankan untuk terus menerapkan *green marketing* dan CSR secara konsisten, serta membangun *brand image* yang positif di benak konsumen sehingga dapat mempengaruhi keputusan pembelian. Penelitian selanjutnya diharapkan dapat memperluas populasi yang diteliti yaitu diluar wilayah Surabaya. Dengan demikian, penelitian ini dapat menghasilkan temuan baru yang berkontribusi pada pengembangan ilmu pengetahuan. Selain itu, disarankan pula untuk menambahkan variabel lain yang belum tercakup dalam penelitian ini, seperti faktor harga dan label halal, yang berpotensi memengaruhi keputusan pembelian konsumen secara signifikan.

**Kata Kunci:** *Green Marketing, Corporate Social Responsibility, Brand Image, Purchase Decision, The Body Shop.*

## ABSTRACT

*The beauty industry is currently facing significant challenges related to environmental awareness and social sensitivity that encourage consumers to choose more environmentally friendly and high quality products. As one of the pioneers of green marketing and corporate social responsibility, The Body Shop is an interesting research object to study how these strategies affect purchase decision in Surabaya.*

*This study aims to analyze the effect of green marketing and CSR on purchase decision with brand image as an intervening variable. This research uses quantitative methodology. By using the Issac Michael formula, 252 respondents were found to be the sample of this study. Researchers used Structural Equation Modeling (SEM) analysis, namely Partial Least Square (PLS) version 4 to assess tools and hypotheses.*

*The findings of this study indicate that, first, brand image is influenced by green marketing. Second, brand image is influenced by CSR. Third, purchase decision is influenced by brand image. Fourth, purchase decision is influenced by green marketing. Fifth, purchase decision is influenced by CSR. Sixth, brand image plays a role in mediating the relationship between purchase decision and green marketing. Seventh, there is a relationship between purchase decision and green marketing mediated by brand image.*

*Based on these findings, companies are advised to continue implementing green marketing and CSR consistently, as well as building a positive brand image in the minds of consumers so that they can influence purchasing decisions. Further research is expected to expand the population studied beyond the Surabaya area. As a result, this research can generate new findings that contribute to the development of scientific knowledge. Additionally, it is also recommended to include other variables not covered in this study, such as price factors and halal certification, which have the potential to significantly influence consumer purchasing decisions.*

**Keywords:** *Green Marketing, Corporate Social Responsibility, Brand Image, Purchase Decision, The Body Shop.*

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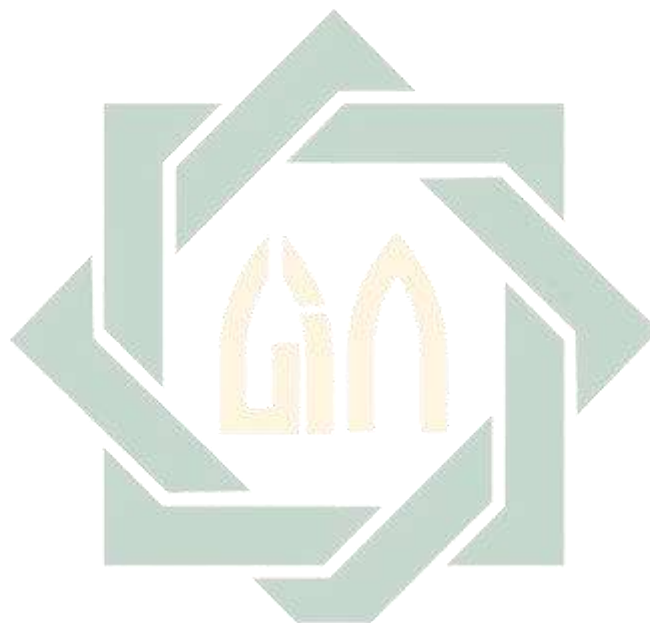
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