

ABSTRACT

Demand for healthy eating patterns, including plant-based foods, has been influenced by the Covid-19 pandemic. In addition, this demand is strengthened by the findings of several medical studies which state that consuming plant-based foods can help reduce the severity of Covid-19 symptoms. Even though there has been an increase in interest in healthy eating patterns, students still tend to pay less attention to aspects of healthy food consumption and adopt less fiber consumption habits. Therefore, an effective strategy is needed from the company to attract consumer purchase intention. One approach that can be used by companies is through implementing effective marketing strategies to introduce their brands and products to consumers. The aim of this research is to determine the influence of green marketing and brand equity on Outside purchase intention.

Collecting data in this study by distributing questionnaires and using quantitative data analysis. Sampling was carried out by using non-probability sampling method. The sample used in this study was 311 respondents. The analytical method used in this study is multiple regression analysis and the analytical tool used with the help of SPSS 27.

Based on the simultaneous and partial hypothesis tests that have been carried out, it is known that green marketing and brand equity have a significant effect both simultaneously and partially on outside purchase intention. Based on the coefficient of determination test, it shows that the influence of green marketing and brand equity on outside purchase intention is 53.2% and the remaining 46.8% is influenced by the impact of factors not examined in this research. The conclusion of this research is that the influence of green marketing and brand equity on outside purchase intention is included in the good category, but there are several things that companies need to improve, such as choosing the right green marketing and carrying out good branding.

Keywords: Green Marketing, Brand Equity, Purchase Intention