

ABSTRACT

Lately, the awareness of society begin to increase after seeing the amount of environmental damage. This problem affects the consumers for begin to pay attention of environmental issues than ever before. That's the basis for researcher to doing a research about green marketing mix on brand image at The Body Shop. The purpose of the study is to find out how green marketing mix at The Body Shop, to find out how the brand image of The Body Shop and to find out how much the influence of green marketing mix on The Body Shop brand image at Bandung Festival Citylink stores.

In this case, the research method used descriptive method and causality which exert 150 respondents as the research object. The data in this study used obtained from questionnaires, websites, journals, books, and previous research related to the study. Data analysis technique used is simple regression analysis. The variables studied are green marketing as an independent variable and brand image as the dependent variable.

Results from the study showed a response about green marketing of The Body Shop has been going well with the value of the interval 68% - 84%, same with brand image of The Body Shop, which also has been running well, with the value of the interval 68% - 84%. Simple regression analysis obtained with similarity $Y = -0.004 + 0,978X$ and has a very strong correlation of 0.933. The magnitude of the effect of green marketing to brand image obtained at 0.871 or 87.1%. T_{tabel} test results is 1.655. Because of t_{value} greater than t_{table} , $31.564 > 1.655$ it means that H_0 is rejected, so there have a significant influence of green marketing mix on The Body Shop brand images at Bandung Festival Citylink store.

Based on the results of research, can concluded that: (i) the target market of The Body Shop is a community of the middle class and above, (ii) green marketing mix position is good with 70.21% and (iii) the brand image position as good with 68.85%, (iv) simple regression similarity is $Y = -0.004 + 0,978X$ shows the relationship between green marketing mix and brand image.

Keyword: Green Marketing, Brand Image, The Body Shop, Bandung Festival Citylink