

ABSTRACT

The large number of environmental pollution caused by the rapidly growing industrial development in recent years has made the issue of concern for the environment growing in the community. Global warming (global warming) is basically a phenomenon of increasing global temperature from year to year due to the occurrence of greenhouse effect caused by the increase emissions of gases such as carbon dioxide (CO₂), methane (CH₄), dinitrooksida (N₂O) and CFC so that the warming that occurs on earth is increasing. other than that carbon monoxide (CO) gas emitted from bad gas exhaust gas. Pertamina Turbo is a product of Pertamina that offers motor vehicle fuel that is more environmentally friendly and has more benefits for its users. This study aims to examine whether the Brand Image mediated by Consumer Satisfaction affect the Purchase Decision of green product Pertamina Turbo RON 98. This study was conducted by using exogenous variables of Brand Image and endogenous variables are Consumer Satisfaction and Purchasing Decision where the variable of customer satisfaction is intervening variable. This research was conducted by using survey method to consumer Pertamina Turbo RON 98 in Bandung. Sampling is done by non-probability sampling method with accidental sampling type with the number of respondents as much as 100 respondents using Pertamina Turbo RON 98 fuel. The research method used in this research is quantitative method with descriptive-causality research. Data collecting is done by using questionnaire. Testing this research hypothesis using SmartPLS for Windows. The results showed that Brand Image has an influence on purchasing decisions mediated by consumer satisfaction.