

ABSTRACT

The company shows its concern for the environment by implementing issues that occur in the environment as a corporate marketing strategy. One of the strategies is the rise of environmentally friendly issues, named green marketing. Green marketing program conducted by the government is shown by the development of environmentally friendly products (green product) by promoting through advertising and packaging media (green advertising) so as to instill the perception of companies that have high commitment to the environment (green brand image).

This research was aimed to find out how green products, green advertising and green brand image on the wall paint of Nippon Paint in Bandung City. How about the purchase decision on Nippon Paint paint in Bandung City, and to calculate how much influence the green product, green advertising and green brand image have on purchase decision on the walls of Nippon Paint in Bandung.

This study is descriptive and causal with 150 respondents as the object of research, respondents who were taken were consumers who bought Nippon Paint wall paint in the city of Bandung. The scale used in this study is the Likert scale by using researchers' data testing techniques. Test validity and reliability with a sample of 30 respondents. The research method used in this study is a quantitative method. Sampling was done by non-probability sampling method with a type of purposive sampling, with the number of respondents as many as 150 people who had bought Nippon Paint paint in the city of Bandung. The data analysis technique used is multiple linear regression analysis. Green product, green advertising and green brand image have a positive and significant effect simultaneously on the purchase decision influenced by other factors not examined in this study.

Keywords: Green Product, Green Advertising, Green Brand Image, Purchase Decision, Multiple Linear Regression