

ABSTRACT

Plastic pollution is one of the environmental problems being faced by the community. One of the plastic waste that causes an increase in the number of landfills comes from bottled drinking water (AMDK). This makes many people worry, thus raising awareness about the importance of protecting the environment. Because of the increasingly high awareness of the community towards the environment, a new phenomenon arises in the world of marketing in the form of the concept of green marketing. One of the AMDK companies that applies the concept of green marketing is AMDK Ades with their environmental awareness campaign that reads "Choose, Drink and Crush". This study aims to determine the effect of green marketing and brand image on Ades buying interest in Indonesia. Sampling is done by non-probability sampling method with purposive sampling technique. The sample used in this study were 100 respondents. While the analysis tools used with the help of SPSS version 20. The analytical method used in this study is the Multiple Regression Analysis test. Based on the calculation of the coefficient of determination (R^2), the value is 0.572 is obtained. From the results of multiple linear regression analysis it can be concluded that Green Marketing (X_1), and Brand Image (X_2) have a positive and significant effect on the Purchase Intention (Y) of ADES AMDK in Indonesia either partially or simultaneously with a total effect of 57.2% while 42 , 8% influenced by other factors not examined in this study.

Keywords: Green Marketing, Brand Image, Purchase Intention