

ABSTRACT

Floods are a natural phenomenon that has been happening recently. Evidenced by data from the National Disaster Management Agency (BNPB), in 2019 floods had reached 564 times the total disaster events. Based on the Guidelines for Reducing Flood Losses, United Nations - International Strategy for Disaster Reduction (UN-ISDR), floods have occurred in several countries, namely Bangladesh, China, India, Germany, Mozambique, Poland, the United States, and several other places. The purpose of this study was to determine the effect of Green Marketing and Brand Image on Purchasing Decisions at The Face Shop. The purpose of this research is to determine and analyze how the influence of Green Marketing on purchasing decisions partially, how the influence of Brand Image on purchasing decisions partially and how Green Marketing and Brand Image simultaneously influence Purchasing Decisions.

This research uses quantitative methods. Where the data collection techniques in this study using a questionnaire. Sampling was carried out using non-probability sampling with incidental sampling. With the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of partial hypothesis testing (t test) that partially Green Marketing has a significant effect on Purchasing Decisions and partially Brand Image has a significant effect on Purchasing Decisions. Based on the results of testing the hypothesis simultaneously that Green Marketing and Brand Image have a significant effect on purchasing decisions.

The conclusion of this research is that The Face Shop's Green Marketing and Brand Image have been very good, so it is hoped that The Face Shop can continue to maintain its product quality and make new innovations.

Keywords: *Green Marketing, Brand Image and Purchasing Decisions.*

