

ABSTRACT

Plastic pollution is one of the environmental problems faced by society. This makes people worried, thus raising awareness about the importance of environmental conservation. Because it often increases public awareness of the environment, it is referred to as a new phenomenon in marketing, in the form of an environmentally friendly marketing concept or green marketing. One company that applies the green marketing concept is PT Indofood Sukses Makmur Tbk, Bogasari Flour Mills through its Bogasari wheat flour product. This study aims to determine and analyze the effect of green marketing on buying interest and purchasing decisions for Bogasari wheat flour products in DKI Jakarta.

The method used in this research is quantitative with descriptive analysis and causality. The population of this study are consumers of Bogasari flour products who are domiciled in DKI Jakarta. The sampling technique used was non-probability sampling with purposive sampling type and the number of samples was 400 respondents. The data analysis method used is Partial Least Square (PLS) and the software used to calculate the results of data analysis is SmartPLS..

Based on the results of descriptive tests that have been carried out, it proves that the variables of green marketing, buying interest, and purchasing decisions on Bogasari wheat flour products as a whole are in the "Good" category. Based on the results of the analysis and hypothesis testing that have been carried out, it proves that green marketing has a positive and significant effect on buying interest. Green marketing has a positive and significant effect on purchasing decisions. Purchase intention has a positive and significant effect on purchasing decisions. And there is a significant influence between green marketing on purchasing decisions through buying interest, in other words that buying interest can be an intervening variable in green marketing on purchasing decisions on consumers of Bogasari wheat flour products in DKI Jakarta.

Keywords: *Green Marketing, Purchase Intention, Purchase Decision, Bogasari, PT Indofood.*