

ABSTRACT

IKEA is a company that implements a marketing strategy through the concept of green marketing. The various programs that IKEA has carried out show that the company is seriously committed to realizing its concern for the environment. Now, IKEA Indonesia continues to expand by opening its newest branch, namely in West Java which is located in Kota Baru Parahyangan, this indicates that the public's interest and enthusiasm for what IKEA wants to offer in its business activities with a green marketing strategy approach and quality excellence these products in shaping consumer perceptions of the image of a green company that is carried out by IKEA.

This study aims to determine the effect of green marketing, product quality on buying interest through green brand image as an intervening variable.

The method used in this research is quantitative with descriptive and causal research as well as SEM-PLS analysis method. The sampling technique used is a non-probability sampling technique with a total sample of 384 consumers who will make a purchase at IKEA Kota Baru Parahyangan.

Based on the results of descriptive analysis on green marketing, product quality, green brand image and buying interest are in good category and the results of the study can be concluded that Green marketing has a significant positive effect on buying interest through green brand image as an intervening variable at IKEA Kota Baru Parahyangan. Product quality has a significant positive effect on buying interest through green brand image as an intervening variable at IKEA Kota Baru Parahyangan.

Keywords: Green Marketing, Product Quality, Green Brand Image, Buying Interest.