

ABSTRACT

Consumer preferences in purchasing decisions for aqua reflections packaging every day compared to aqualife packaging. The purpose of this study is to show the relationship between green marketing on brand image and consumer decisions on Aqua Reflections. This study collected 100 participants. The analysis technique used is path analysis with Partial Least Squares (PLS). The results of this study are that green marketing has a direct effect on brand image, green marketing has a direct effect on purchasing decisions, brand image has a direct effect on purchasing decisions, and green marketing has an indirect effect on purchasing decisions through brand image.

Keywords: Brand Image, Green Marketing, Partial Least Square and Purchase Decision.