

ABSTRACT

Define green marketing as an effort by people to design, promote, and distribute products that do not damage the environment. Charter (1992) provides a definition of green marketing as a holistic, strategic responsibility management process that identifies, anticipates, satisfies and fulfills stakeholder needs to provide fair rewards, which do not cause harm to humans or environmental health. Consumer buying interest is a consumer behavior in which consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. This research uses quantitative methods. Quantitative research is a type of research that produces findings that can be obtained using methods related to statistics or other methods of quantification. The results showed that partially product, price, place and promotion which constitute the marketing mix have a significant effect on loyalty. Simultaneously product, price, promotion and place have a significant effect on consumer loyalty. With this influence, it can be suggested that management pay attention to and increase the role of product, price, place and promotion in the company's marketing plan.

Keywords: green marketing, buying interest