

ABSTRACT

The fashion industry is experiencing rapid growth in line with the increasing demand for clothing worldwide, one of which is Fast Fashion. Fast fashion is a term used to describe clothing designs that are quickly produced to stores to capitalize on trends. Fast fashion also associated with pollution, waste, the spread of a "disposable" mentality, low wages, and unsafe workplaces. In addition, the function of clothing has changed from its original function as a body protector. Currently, clothing can be a marker of social status in society.

This study aims to investigate the influence of green brand image on purchase decision through two mediating variables, green satisfaction and green trust, among Adidas consumers in Bandung, West Java. Data were collected from 385 Adidas consumers in Bandung using a questionnaire. The data analysis technique employed was SEM-PLS (Structural Equation Modeling-Partial Least Square).

The findings of the study reveal that green brand image significantly influences green satisfaction, green brand image significantly influences green trust, green brand image significantly influences purchase decision, green satisfaction directly influences purchase decision, green trust directly influences purchase decision, green brand image influences purchase decision mediated by green satisfaction, and green brand image influences purchase decision through green trust.

Keywords: *Green Brand Image, Green Satisfaction, Green Trust, Purchase Decision.*