

ABSTRACT

The increasing consumer awareness of environmental issues has made sustainable marketing strategies a crucial factor in purchase decisions. As an environmentally friendly brand, The Body Shop faces challenges in building brand image and enhancing perceived value to influence purchase decisions. This study aims to analyze the influence of green marketing and brand image on purchase decisions, with perceived value as a mediating variable for The Body Shop products in Bandung City.

This research employs a quantitative approach with a descriptive analysis study. The sampling technique used is non-probability sampling with purposive sampling, involving 385 respondents. Data collection was conducted through questionnaire distribution. The data analysis techniques used in this study are descriptive analysis and path analysis, utilizing SPSS 27 for Windows.

The results indicate that green marketing and brand image have a positive influence on perceived value, which in turn significantly impacts purchase decisions. Moreover, perceived value is proven to mediate the relationship between green marketing and purchase decisions, as well as between brand image and purchase decisions. Therefore, strong green marketing strategies and a well-established brand image can enhance customers' perceived value, ultimately leading to a positive impact on purchase decisions.

Keywords: green marketing, brand image, perceived value, and purchase decision.