

Pengaruh green marketing terhadap minat beli konsumen (studi : cluster whelford di Bumi Serpong Damai) = The influence of green marketing towards consumer purchase intention subject cluster whelford in Bumi Serpong Damai / Friska Lovia Martha Panjaitan

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Abstrak

[ABSTRAK

Skripsi ini membahas mengenai pengaruh green marketing terhadap minat beli konsumen pada Cluster Whelford di kawasan Bumi Serpong Damai. Penelitian ini juga bertujuan untuk melihat dimensi yang paling berpengaruh dari green marketing terhadap minat beli konsumen. Dimensi-dimensi yang terdapat dalam green marketing adalah green product, green price dan green promotion. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel purposive. Pada penelitian ini sampel yang diambil sebanyak 100 responden yang berdomisili di DKI Jakarta berumur 30 tahun ? 55 tahun. Hasil penelitian ini membuktikan bahwa green marketing mempunyai pengaruh terhadap minat beli sebesar 25.4% dan 74.6% lainnya dipengaruhi oleh faktor lainnya. Pada penelitian ini juga terlihat bahwa dimensi dari variabel green marketing yang memiliki pengaruh terbesar terhadap minat beli adalah green product.

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ABSTRACT

This research discusses the influence of green marketing towards consumer buying intention on Cluster Whelford in Bumi Serpong Damai. This research also aims to look at the most influential dimensions of green marketing to consumers buying intention. The dimensions in green marketing consist of green product, green promotion and green price. This research uses quantitative methods and purposive sampling techniques. In this study, samples were taken from 100 respondents who live in Jakarta from 30 years to 55 years old. The results of this study prove that green marketing has an influence on buying intention at 25.4% and 74.6% are influenced by other factors. This research also shows that dimension of green marketing variables that have the greatest influence on the purchase intention is a green product.;This research discusses the influence of green marketing towards consumer buying intention on Cluster Whelford in Bumi Serpong Damai. This research also aims to look at the most influential dimensions of green marketing to consumers buying intention. The dimensions in green marketing consist of green product, green promotion and green price. This research uses quantitative methods and purposive sampling techniques. In this study, samples were taken from 100 respondents who live in Jakarta from 30 years to 55 years old. The results of this study prove that green marketing has an influence on buying intention at 25.4% and 74.6% are influenced by other factors. This research also shows that dimension of green marketing variables that have the greatest influence on the purchase intention is a green product.;This research discusses the influence of green marketing towards consumer buying intention on Cluster Whelford in Bumi Serpong Damai. This research also aims to look at the most influential dimensions of green marketing to consumers buying intention. The dimensions in green marketing consist of green product, green promotion and green price.

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