

PENGARUH PENGGUNAAN GREEN BRANDING, GREEN ADVERTISING DAN GREEN PACKAGING SUPER INDO TERHADAP PURCHASE INTENTION PADA MASYARAKAT WILAYAH JAKARTA BARAT

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This Research aims to find out how Green Branding, Green Advertising and Green Packaging affect Purchase Intention at Super Ink, Researcher used quantitative research with purposive sampling technique and collect data by distributing questionnaire to people who live in Jakarta Barat region who ever known and have been shop at Super Indo. In proving and analyzing this problem, researcher used multiple regression analysis, F test and T test. In this research, the number of samples used were 86 people.

Test data analysis using validity, reliability, classical assumption and multiple regression analysis. The result of this research, the value of F count 18.711 with significance 0.000, because of sig (0.000) much smaller than 0.05, the this regression model can be used for this research. The regression result who test the influence of Green Branding, Green Advertising and Green Packaging to Purchase Intention, R Square value count 0.388. The influence of three independent variable on the dependent variable is 38.8%. And the rest is affected by another variable that not be explained in this research. The result of T test, Green Branding count 1.434 with sig 0.155 ; Green Advertising count 2.019 with sig 0.047; Green Packaging count 0.677 with sig 0.507.

The result of this study is Green Branding and Green Packaging didn't have positive influence to Purchase Intention. While, Green Advertising have positive influence to Purchase Intention.

Keywords Green Branding, Green Advertising, Green Packaging and Purchase Intention