

PENGARUH GREEN MARKETING MIX TERHADAP GREEN PRODUCT
PURCHASE INTENTION PADA PRODUK INNISFREE DI JAKARTA DENGAN
CONSUMER'S ATTITUDE SEBAGAI VARIABEL MEDIASI

Oleh : Stevany Febriani

This study aimed to know effect of green marketing towards green product purchase intention on Innisfree products with consumer's attitude towards green product as the mediating variable. The data collection technique use questionnaires distributed to 400 respondents namely Innisfree consumers in Jakarta with purposive sampling method. The analysis method that used in this study was path analysis. The result showed that green marketing mix positively affect to consumer's attitude and consumer's attitude positively affect green product purchase intention. Green product and green price positively affect the green product purchase intention, green place and green promotion not positively affect to green product purchase intention. Consumer's attitude positively affect the green product purchase intention on Innisfree product. Consumer's attitude is mediated the green product, green price, green place and green promotion affect on green product purchase intention.

Keywords: green marketing, green marketing mix, green product, green price, green place, green promotion, consumer's attitude, green product purchase intention