

## RINGKASAN

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis “Pengaruh *Green Marketing* Terhadap *Purchase Decision* dan *Green Price* Sebagai Variabel Moderasi Antara *Purchase Intention* dan *Purchase Decision*”. Penelitian ini dilakukan menggunakan kuesioner dengan jumlah sampel 188 responden dari konsumen air minum dalam kemasan merek Ades di Semarang. Data di analisis menggunakan *Structural Equation Model*.

Hasil Penelitian ini menunjukkan bahwa *green marketing* berpengaruh positif terhadap *green cognition* (H<sub>1</sub>). *Green marketing* berpengaruh positif terhadap *brand image* (H<sub>2</sub>). *Green marketing* berpengaruh positif terhadap *purchase intention* (H<sub>3</sub>). *Green cognition* berpengaruh positif terhadap *brand image* (H<sub>4</sub>). *Green cognition* tidak berpengaruh terhadap *purchase intention* (H<sub>5</sub>). *Brand image* berpengaruh positif terhadap *purchase intention* (H<sub>6</sub>). *Purchase intention* berpengaruh positif terhadap *purchase decision* (H<sub>7</sub>). *Green price* memoderasi hubungan kausal antara *purchase intention* dan *purchase decision* (H<sub>8</sub>).

**Kata kunci:** *Green marketing, green cognition, brand image, purchase intention, green price dan purchase decision*

## SUMMARY

The purpose this study to identify and analyze “ The Effect of Green Marketing on Purchase Decision and Green Price as Moderating Variable Between Purchase Intention and Purchase Decision”. This research using questionnaire with the sample there were 188 respondents from consumer who are ever purchase Ades bottled water in Semarang. Data was analyzed using Equational Structural Modeling.

These results indicate that green marketing has positive effect on green cognition ( $H_1$ ). Green marketing has positive effect on brand image ( $H_2$ ). Green marketing has positive effect on purchase intention ( $H_3$ ). Green cognition has positive effect on brand image ( $H_4$ ). Green cognition has no effect on purchase intention ( $H_5$ ). Brand image has positive effect on purchase intention ( $H_6$ ). Purchase intention has positive effect on purchase decision ( $H_7$ ). Green price moderate causal effect between purchase intention and purchase decision ( $H_8$ ).

**Keywords: green marketing, green cognition, brand image, purchase intention, green price, and purchase decision**