

ABSTRAK

Dini Wasilatul Hasanah, 2025. Pengaruh *Green Marketing*, *Brand Awareness* Terhadap Keputusan Pembelian Produk Air Minum Dalam Kemasan Merek *Le Menarale* (Studi Kasus di Koperasi Pondok Pesantren Nurul Qarnain).

Kata Kunci: *Green Marketing*, *Brand Awareness*, Keputusan Pembelian.

Penelitian ini bertujuan untuk mengetahui pengaruh *Green Marketing* dan *Brand Awareness* terhadap keputusan pembelian produk air minum dalam kemasan merek *Le Menarale* di Koperasi Pondok Pesantren Nurul Qarnain. Dalam era yang semakin peduli terhadap isu lingkungan, perusahaan dituntut untuk menerapkan strategi pemasaran yang ramah lingkungan, yang dikenal dengan istilah *Green Marketing*. Selain itu, *Brand Awareness* juga memainkan peran penting dalam meningkatkan kepercayaan konsumen terhadap suatu produk. Hasil penelitian ini diharapkan dapat memberikan pemahaman yang lebih dalam tentang bagaimana *Green Marketing* dan *Brand Awareness* mempengaruhi keputusan pembelian produk Air Minum Dalam Kemasan merek *Le Menarale*, khususnya di kalangan konsumen di lingkungan Pondok Pesantren Nurul Qarnain. Jenis penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah santri Pondok Pesantren Nurul Qarnain. Penentuan sampel menggunakan teknik *probability Sampling* dengan responden yang berjumlah 83 orang. Teknik pengumpulan data yang digunakan observasi dan kuesioner. Penelitian ini menggunakan Teknik Analisa data berupa uji validasi, uji reabilitas, Uji Asumsik Klasik yaitu berupa Uji Normalitas, Uji Heteroskedestisitas, Uji Multikolinerialitas, analisis regresi berganda, koefisien determinasi dan uji hipotesis berupa uji t dan uji F. Hasil penelitian menunjukkan bahwa (1) Terdapat pengaruh positif dan signifikan *Green Marketing* terhadap keputusan pembelian air minum dalam kemasan merek *le Menarale* bagi konsumen koperasi Pondok Pesantren Nurul Qarnain. Hal ini berdasarkan hasil uji parsial dengan diperoleh nilai $t_{hitung} (6,786) > t_{tabel} (1,967)$ dengan hasil signifikan $<0,000$. (2) Terdapat pengaruh positif dan signifikan *Brand Awareness* terhadap Keputusan Pembelian Air minum dalam kemasan merek *le Menarale* bagi konsumen koperasi Pondok Pesantren Nurul Qarnain. Hal ini berdasarkan hasil uji parsial dengan diperoleh nilai $t_{hitung} (7,052) > t_{tabel} (1,967)$ dengan hasil signifikan $<0,000$. (3) Terdapat pengaruh positif dan signifikan *Green Marketing* dan *Brand Awareness* terhadap Keputusan Pembelian Air minum dalam kemasan merek *le Menarale* bagi konsumen koperasi Pondok Pesantren Nurul Qarnain. Hal ini berdasarkan hasil uji simultan yang diperoleh nilai $F_{hitung} (155,342) > F_{tabel} (3,02)$ dengan hasil signifikan kurang dari 0,05, yang berarti membuktikan H_0 3 diterima dan H_0 3 ditolak. Hasil uji koefisien determinasi (R^2) dengan nilai R square 0,793 atau jika dipresentasikan sama dengan 79,3% yang dapat disimpulkan bahwa variable *Green Marketing* dan *Brand Awareness* berpengaruh terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek *Le Menarale*.

ABSTRACT

Dini Wasilatul Hasanah, 2025. The Influence of Green Marketing and Brand Awareness on Purchasing Decisions for Le Menarale Brand Bottled Drinking Water (Case Study at the Nurul Qarnain Islamic Boarding School Cooperative).

Keywords: Green Marketing, Brand Awareness, Purchasing Decisions.

This study aims to determine the influence of Green Marketing and Brand Awareness on purchasing decisions for Le Menarale brand bottled drinking water at the Nurul Qarnain Islamic Boarding School Cooperative. In an era of increasing concern for environmental issues, companies are required to implement environmentally friendly marketing strategies, known as Green Marketing. Furthermore, Brand Awareness also plays a crucial role in increasing consumer trust in a product. The results of this study are expected to provide a deeper understanding of how Green Marketing and Brand Awareness influence purchasing decisions for Le Menarale brand bottled drinking water, particularly among consumers within the Nurul Qarnain Islamic Boarding School environment. This study uses a quantitative research method with an associative approach. The population in this study were students of Nurul Qarnain Islamic Boarding School. The sample determination used probability sampling techniques with 83 respondents. The data collection techniques used were observation and questionnaires. This study used data analysis techniques in the form of validation tests, reliability tests, Classical Assumption Tests in the form of Normality Tests, Heteroscedasticity Tests, Multicollinearity Tests, multiple regression analysis, coefficient of determination and hypothesis tests in the form of t tests and F tests. The results of the study showed that (1) There is a positive and significant influence of Green Marketing on purchasing decisions for consumers of the Nurul Qarnain Islamic Boarding School cooperative of bottled drinking water. This is based on the results of partial tests with the obtained t count value $(6.786) > t \text{ table } (1.967)$ with significant results < 0.000 . (2) There is a positive and significant influence of Brand Awareness on Purchasing Decisions for consumers of the Nurul Qarnain Islamic Boarding School cooperative of bottled drinking water. This is based on the results of the partial test with the obtained t count value $(7.052) > t \text{ table } (1.967)$ with significant results < 0.000 . (3) There is a positive and significant influence of Green Marketing and Brand Awareness on the Purchase Decision of Le Menarale brand bottled drinking water for consumers of the Nurul Qarnain Islamic Boarding School cooperative. This is based on the results of the simultaneous test obtained F count value $(155.342) > F \text{ table } (3.02)$ with significant results less than 0.05, which means proving H_{a3} is accepted and H_{03} is rejected. The results of the determination coefficient test (R^2) with an R square value of 0.793 or if presented equal to 79.3% which can be concluded that the Green Marketing and Brand Awareness variables influence the Purchase Decision of Le Menarale Brand Bottled Drinking Water.