ABSTRACT

The research conducted this time has the aim of analyzing the influence of *green marketing* on purchasing decisions for love beauty and planet products with *brand image* as an intervening variable. The population used is consumers who buy Love Beauty and Planet products who are domiciled in Semarang with ages 17- 40 years. The sample used amounted to 151 respondents. The data collection method uses a questionnaire with the Structural Equation Modeling (SEM) analysis technique using AMOS 23.0 as an analytical tool.

The results showed that *green product* had a positive and significant effect on *purchase decision*, *green price* had a positive effect on *purchase decision* , *green place* had a positive and significant effect on *purchase decision*, *green promotion* had a positive and significant effect on purchasing decisions, *brand image* had a positive and significant effect on puchasing decisions.

Keywords: *green marketing*, *green product*, *green price*, *green place*, *green promotion marketing mix*, *brand image*, *purchase decision*.