

## **ABSTRACT**

*Environmental pollution, which is largely caused by the accumulation of plastic waste, highlights the importance of environmentally sustainable marketing strategies. Green marketing is a marketing approach that emphasizes environmentally friendly values in aspects such as product, price, distribution, and promotion. Superindo is one of the retail chains that has implemented green marketing by offering eco bags as an alternative to plastic bags. However, the effectiveness of green marketing in influencing the intention and decision to purchase environmentally friendly products has shown inconsistent results in previous studies.*

*This study aims to analyze the effect of green marketing on purchase decision, with purchase intention serving as a mediating variable. The independent variable in this research is green marketing, the dependent variable is purchase decision, and purchase intention functions as the intervening variable. A quantitative approach was employed through an online survey method involving 116 respondents who had previously purchased eco bags at Superindo in Semarang City. Questionnaires were distributed via WhatsApp and Telegram groups as well as through direct interaction with local residents. The collected data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS version 4 application.*

*The findings reveal that three dimensions of green marketing—green product, green price, and green place—have a positive effect on purchase intention, while green promotion has a negative effect. Furthermore, green marketing positively and significantly influences purchase decision in three dimensions: green product, green price, and green promotion. In contrast, green place has a negative and significant effect on purchase decision. The influence of purchase intention on purchase decision is also found to be positive and significant. This study reveals that green product and green price have the most significant influence on consumers' purchase intention and decision regarding eco bags at Superindo. The managerial implications suggest that Superindo should focus on developing eco-friendly product innovations, implementing affordable pricing strategies, and enhancing product distribution, promotion, and information to strengthen customer loyalty and encourage repeat purchases.*

**Keywords:** *Green Marketing, Purchase Intention, Purchase Decision, Eco Bag, Superindo.*