


**PENGARUH *ECO-BRAND*, *ECO-LABEL*, *ENVIRONMENTAL ADVERTISEMENT*
DAN *PREMIUM PRICE* TERHADAP *PURCHASING DECISION* DENGAN
BRAND IMAGE SEBAGAI VARIABEL MEDIASI PADA PRODUK
FASHION LOKAL RAMAH LINGKUNGAN**

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *green marketing tool's* dalam bentuk *Eco-brand*, *Eco-label*, *Environmental advertisement* serta *Premium price* terhadap keputusan pembelian dengan variabel mediasi *Brand image*. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan kuesioner sebagai metode pengambilan data primer. Dengan 100 responden dan kriteria menggunakan produk *fashion* lokal ramah lingkungan dan berdomisili kota Yogyakarta dan Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan *Partial Least Square - Structural Equation Model*. Hasil menunjukkan bahwa variabel *Eco-brand* berpengaruh positif tetapi tidak signifikan terhadap *Brand image*, Lalu variabel *Eco-label*, *Environmental advertisement* dan *Premium price* berpengaruh positif dan signifikan terhadap *Brand image*. Selanjutnya variabel *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian hal ini sama dengan variabel *Eco-brand* berpengaruh positif dan signifikan terhadap keputusan pembelian. Selanjutnya variabel *Eco-label* tidak berpengaruh positif terhadap keputusan pembelian, dan variabel *Premium price* tidak berpengaruh positif terhadap keputusan pembelian. Sementara itu hasil terhadap variabel *Environmental advertisement* berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian. Selanjutnya variabel *Brand image* mampu memediasi pengaruh variabel *Eco-label*, *Environmental advertisement* dan *Premium price* terhadap keputusan pembelian dengan hasil berpengaruh positif dan signifikan. Namun hasil berbeda pada variabel *Eco-brand*, *Eco-brand* tidak berpengaruh positif terhadap keputusan pembelian melalui mediasi *brand image*.

Kata Kunci: *Eco-Brand*, *Eco-Label*, *Iklan Hijau*, *Harga Premium*, *Keputusan Pembelian*, *Citra Merek*


08/08 '24

**THE INFLUENCE OF ECO-BRAND, ECO-LABELLING, ENVIRONMENTAL
ADVERTISEMENT AND PREMIUM PRICE ON PURCHASING DECISION
THROUGH MEDIATION BRAND IMAGE ON LOCAL ECO-FRIENDLY
FASHION PRODUCTS**

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Abstract

This research aims to identify the influence of green marketing tools in the form of Eco-brand, Eco-label, Environmental advertisement, and Premium price on purchasing decisions with Brand image as a mediating variable. The study employed a quantitative approach with questionnaires as the primary data collection method. This research worked with 100 respondent selected based on the criteria of using local eco-friendly fashion products and stay in Yogyakarta city. The sampling method used was purposive sampling. Data analysis was conducted using Partial Least Square - Structural Equation Model. The results show that the Eco-brand variable has a positive but not significant effect on Brand image. In contrast, the Eco-label, Environmental advertisement, and Premium price variables have a positive and significant effect on Brand image. Furthermore, the Brand image variable has a positive and significant effect on purchasing decisions, similar to the Eco-brand variable, which has a positive and significant effect on purchasing decisions. The Eco-label variable does not have a positive effect on purchasing decisions, and the Premium price variable does not have a positive effect on purchasing decisions. Meanwhile, the Environmental advertisement variable has a positive but not significant effect on purchasing decisions. Additionally, the Brand image variable can mediate the influence of Eco-label, Environmental advertisement, and Premium price variables on purchasing decisions, resulting in a positive and significant effect. However, the Eco-brand variable does not have a positive effect on purchasing decisions through the mediation of Brand image.

Keywords: *Eco-Brand, Eco-Labeling, Environmental Advertisement, Premium Price, Purchasing Decision, Brand Image*