PENGARUH *GREEN MARKETING* DAN *STORE ATMOSPHERE* TERHADAP *PURCHASE DECISION* DI KALANGAN GENERASI *MILLENNIAL* PADA RESTORAN *FAST FOOD* GLOBAL DI INDONESIA

Amalia Putri Wiguna

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *green marketing* dan *store atmosphere* terhadap *purchase decision* di kalangan generasi *millennial* pada restoran *fast food* global di Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 99 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Metode yang digunakan dalam penelitian ini menggunakan metode regresi. Hasil analisis data menunjukkan bahwa *green marketing* secara parsial (masing-masing) berpengaruh positif dan signifikan terhadap *purchase decision*, di mana nilai signifikansi uji t sebesar 0,020 (< 0,05) dan koefisien regresi mempunyai nilai positif sebesar 0,188. *Store atmosphere* secara parsial (masing-masing) berpengaruh positif dan signifikansi terhadap *purchase decision*, di mana nilai signifikansi uji t sebesar 0,005 (< 0,05) dan koefisien regresi mempunyai nilai positif sebesar 0,255. *Green marketing* dan *store atmosphere* secara simultan (bersama-sama) berpengaruh positif dan signifikansi terhadap *purchase decision*, di mana nilai signifikansi uji F sebesar 0,000 (< 0,05) dan nilai F bertanda positif.

Kata Kunci: *Green Marketing, Store Atmosphere, Purchase Decision*.

THE EFFECT OF GREEN MARKETING AND STORE ATMOSPHERE ON PURCHASE DECISION IN THE MILLENNIAL GENERATION AT FAST FOOD GLOBAL RESTAURANT IN INDONESIA

Amalia Putri Wiguna

Abstract

This study aims to determine the effect of green marketing and store atmosphere on the purchase decision among the millennial generation in global fast food restaurants in Indonesia. The method used in sampling was purposive sampling with a total of 99 respondents. Primary data collection is done by questionnaire method that has been tested for validity and reliability. The method used in this study uses the regression method. The results of data analysis show that green marketing partially (respectively) has a positive and significant effect on the purchase decision, where the significance value of the t test is 0.020 (<0.05) and the regression coefficient has a positive value of 0.188. Partial store atmosphere (respectively) has a positive and significant effect on the purchase decision, where the significance value of the t test is 0.005 (<0.05) and the regression coefficient has a positive value of 0.255. Green marketing and store atmosphere simultaneously (together) have a positive and significant effect on the purchase decision, where the significance value of the F test is 0,000 (<0.05) and the F value is positive.