

## ABSTRAK

**NURUL AMIRA HASMIN. 2026. Pengaruh Green Product, Green Marketing, dan Citra Merek terhadap Keputusan Pembelian Teh Kotak di Kota Makassar. Skripsi. Jurusan Manajemen. Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Andi Mappatempo dan Muhammad Nur Abdi**

Penelitian ini bertujuan untuk menganalisis *pengaruh Green Product, Green Marketing*, dan Citra Merek terhadap Keputusan Pembelian Teh Kotak di Kota Makassar. Fenomena meningkatnya kesadaran lingkungan mendorong perusahaan untuk menerapkan strategi pemasaran hijau, termasuk Teh Kotak yang mulai memperkenalkan kemasan ramah lingkungan dan kampanye keberlanjutan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Populasi penelitian adalah mahasiswa Universitas Muhammadiyah Makassar yang pernah membeli produk Teh Kotak, dengan sampel sebanyak 160 responden menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis dengan regresi linier berganda menggunakan uji t, uji F, dan koefisien determinasi ( $R^2$ ). Hasil penelitian menunjukkan bahwa *Green Product* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *Green Marketing* juga berpengaruh positif dan signifikan, dan Citra Merek berpengaruh positif dan signifikan serta menjadi variabel yang memiliki pengaruh paling besar dibandingkan variabel lainnya, yang berarti semakin kuat Citra Merek di benak konsumen, semakin besar kemungkinan mereka melakukan pembelian.

**Kata Kunci:** Green Product, Green Marketing, Citra Merek, Keputusan Pembelian

## ABSTRACT

**NURUL AMIRA HASMIN. 2026. *The Influence of Green Products, Green Marketing, and Brand Image on Boxed Tea Purchasing Decisions in Makassar City. Thesis. Department of Management. Faculty of Economics and Business, Muhammadiyah University Makassar. Supervised by: Andi Mappatempo and Muhammad Nur Abdi***

*This study aims to analyze the influence of Green Products, Green Marketing, and Brand Image on the Decision to Purchase Teh Kotak in Makassar City. The phenomenon of increasing environmental awareness has encouraged companies to implement Green Marketing strategies, including Teh Kotak, which has begun to introduce environmentally friendly packaging and sustainability campaigns. This study uses a quantitative approach with an associative method. The research population consists of students at Muhammadiyah University Makassar who have purchased Box Tea products, with a sample of 160 respondents using purposive sampling. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression with t-tests, F-tests, and the coefficient of determination ( $R^2$ ). The results of the study indicate that Green Products have a positive and significant effect on Purchase Decisions, Green Marketing also has a positive and significant effect, and Brand Image has a positive and significant effect and is the variable that has the greatest influence compared to other variables, which means that the stronger the brand image in the minds of consumers, the greater the likelihood that they will make a purchase.*

**Keywords:** Green Product, Green Marketing, Brand Image, Purchase Decision