



**THE IMPACT OF GREEN PRODUCT, GREEN PACKAGING,
AND GREEN CAMPAIGN IN GARNIER TO PURCHASE
DECISION OF GARNIER CONSUMERS IN BEKASI**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM
CIKARANG
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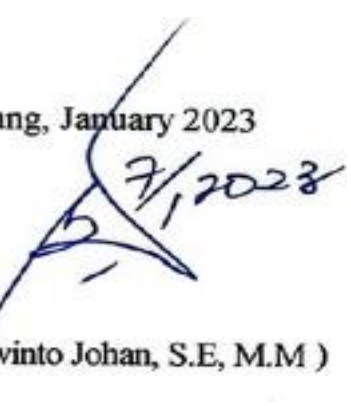
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ABSTRACT

The attitude and way of life of people and business actors have changed as a result of awareness and care for the environment and health are being implemented by a growing number of businesses. The aim of this research is to analyze green product, green packaging, green campaign, as the independent variables, the purchase decision as the dependent variable. Researcher is interested in knowing how Garnier consumers in Bekasi are aware of recycling packaging, the natural ingredients of product they use, and how big the impact of the green campaign on purchase decisions. The quantitative method and non-probability sampling with purposive sampling by gathering data through the questionnaire. The questionnaire was spread online to those who lived in Bekasi and bought Garnier products. 176 returned questionnaires were received for this research but only 143 valid respondents met criteria or limitations used for this research using filtering questions. Smart-PLS 3.0 was used to test the hypothesis and analyze the data. The results showed that green packaging and green campaign has impact on purchase decision. Meanwhile, green product have no impact on purchase decision. Which indicate that respondents were more interested on the green packaging and green campaign compared to the green product. Researcher recommends more data on the important factors that impact consumers' decision to purchase a Garnier product. Also Ganier should keep the green packaging strategy and the green campaign should be consistently pushed since it helps consumers feel like they have contributed to the sustainability effort, and it encourages them to purchase Garnier.

Keywords: *Green Product, Green Packaging, Green Campaign, Purchase Decision, Garnier.*

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