

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *green product*, *green packaging* dan *green advertising* terhadap keputusan pembelian produk susu UHT (*Ultra High Temperature*) Ultra Milk yang dimediasi oleh persepsi konsumen.

Penelitian ini menggunakan 120 sampel dengan metode pengambilan sampel *nonprobability sampling* dan menggunakan teknik *purposive sampling*. Dengan ketentuan telah melakukan pembelian produk susu UHT Ultra Milk dan merupakan mahasiswa Universitas Muhammadiyah Yogyakarta. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modelling* (SEM) yang dioperasikan dengan menggunakan program AMOS Versi 21.0.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil bahwa *green product* terbukti berpengaruh secara positif signifikan terhadap persepsi konsumen. Sedangkan, *green packaging* dan *green advertising* berpengaruh secara negatif signifikan terhadap persepsi konsumen produk susu UHT Ultra Milk. Kemudian *green product* terbukti berpengaruh secara positif signifikan terhadap keputusan pembelian, *green packaging* dan *green advertising* tidak terbukti berpengaruh secara signifikan terhadap keputusan pembelian produk susu UHT Ultra milk.

Kata Kunci : *Green product*, *Green Packaging*, *Green Advertising*, Keputusan Pembelian, Persepsi konsumen

ABSTRACT

This research aims to analyze the influence of green product, green packaging and green advertising on buying decision toward UHT (Ultra High Temperature) milk of Ultra Milk which is mediated by consumer perception.

This research used 120 samples taken through nonprobability sampling technique and purposive sampling technique, in condition that samples had purchased UHT Ultra Milk and are students of Universitas Muhammadiyah Yogyakarta. The tool used in the analysis is Structural Equation Modelling (SEM) operated using AMOS program version 21.0.

Based on the analysis conducted, the result indicated that green product is proven to be significantly positive toward customer perception. Whereas green packaging and green advertising give significant negative influence toward customer perception on UHT Ultra Milk. Further, green product is proven to significantly give positive influence toward buying decision, green packaging and green advertising are not proven to significantly give any influence on buying decision toward UHT Ultra Milk.

Keyword: *Green product, Green Packaging, Green Advertising, Buying Decision, Customer perception*