

ABSTRACT

This study aims to analyze THE INFLUENCE OF GREEN MARKETING TOWARDS THE BRAND IMAGE AND ITS IMPACT ON PURCHASING DECISIONS Survey on students users of the body shop product at the university of yogyakarta. in is study, 120 respondent were selected using convenience sampling from questionnaire. Analysys tool used in this study is the SPSS statictic. Based on the analysis that have been made the results Green Marketing positive and significantly influence to Brand Image, Green Marketing positive and significantly influence to Purchasing Decision, Brand Image positive and significantly influence to Purchasing Decision, and Green Marketing positive and significantly influence to Purchasing Decision that are mediated by Brand Image .

Keywords: Green Marketing, Brand Image, Purchasing Decision.