

SKRIPSI

The Effect of 4P Green Marketing Mix on Bloomka Skincare's Customer Satisfaction

By Mila Dwi Astuti

Abstract

This study aims to analyze and prove whether there is an effect of green product, green price, green place and green promotion on customer satisfaction. This research method is quantitative with a sample of 100 bloomka customer respondents who are domiciled in the DKI Jakarta area. The data analysis technique used is descriptive analysis and inferential analysis with Smart PLS 3.0 analysis tool. The results of this study indicate that the green product variable has an effect on customer satisfaction of 0.369. Green price has an effect on customer satisfaction of 0.286. Green place has an effect on customer satisfaction of 0.208. Green promotion has no effect on customer satisfaction.

Keywords : *Customer Satisfaction, Green Product, Green Price, Green Place, Green Promotion*

Pengaruh 4P Green Marketing Mix terhadap Kepuasan Pelanggan Bloomka Skincare

Oleh Mila Dwi Astuti

Abstrak

Penelitian ini bertujuan untuk menganalisis dan membuktikan apakah terdapat pengaruh green product, green orice, green place dan green promotion terhadap kepuasan pelanggan. Metode penelitian ini yaitu kuantitatif dengan sampel sebanyak 100 responden pelanggan bloomka yang berdomisili di wilayah DKI Jakarta. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis inferensial dengan alat analisis Smart PLS 3.0. Hasil dari penelitian ini menunjukkan bahwa variabel *green product* berpengaruh terhadap kepuasan pelanggan sebesar 0,369. *Green price* berpengaruh terhadap kepuasan pelanggan sebesar 0,286. *Green place* berpengaruh terhadap kepuasan pelanggan sebesar 0,208. *Green promotion* tidak berpengaruh terhadap kepuasan pelanggan.

Kata Kunci : Kepuasan Pelanggan, *Green Product*, *Green Price*, *Green Place*, *Green Promotion*