

***The Effect of Green Marketing, and Brand Image on Repurchase
Intention Mediated by Consumer Satisfaction
(Study on Fast Food Top Brands 2022)***

By Haiatin Jamiilah

Abstract

This study uses a quantitative method with the aim of proving the influence of Green Marketing and Brand Image both directly and indirectly on Repurchase Intention which is mediated by the variable Consumer Satisfaction. This study used 100 respondents from consumers of Fast Food Top Brand 2022 restaurants in DKI Jakarta as primary data, and secondary data researchers obtained through various references related to research. Data were collected using purposive sampling technique and analyzed using descriptive and inferential analysis techniques with the help of SmartPLS software. So that data processing obtains the results that (1) Green Marketing has a positive and significant effect on Repurchase Intention, (2) Brand Image has a positive and significant effect on Repurchase Intention, (3) Green Marketing has a positive and significant effect on Consumer Satisfaction, 4) Brand Image has an effect positive and significant effect on consumer satisfaction, 5) consumer satisfaction has a positive and significant effect on repurchase intention.

Keywords: *Green Marketing, Brand Image, Fast Food Top Brand 2022, Repurchase Intention, and Consumer Satisfaction.*

**Pengaruh *Green Marketing*, Dan *Brand Image* Terhadap *Repurchase Intention* Yang Dimediasi *Kepuasan Konsumen*
(Studi Pada *Fast Food Top Brand 2022*)**

Oleh Haiatin Jamiilah

Abstrak

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk membuktikan adanya pengaruh *Green Marketing* dan *Brand Image* baik secara langsung maupun secara tidak langsung terhadap *Repurchase Intention* dimana yang dimediasi variabel *Kepuasan Konsumen*. Penelitian ini menggunakan 100 responden dari konsumen restoran *Fast Food Top Brand 2022* di DKI Jakarta sebagai data primer, dan data sekunder peneliti peroleh melalui berbagai referensi yang berhubungan dengan penelitian. Pengambilan data menggunakan teknik purposive sampling dan dianalisis menggunakan teknik analisis deskriptif dan inferensial dengan bantuan perangkat lunak SmartPLS. Sehingga pengolahan data memperoleh hasil bahwa (1) *Green Marketing* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (2) *Brand Image* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (3) *Green Marketing* berpengaruh positif dan signifikan terhadap *Kepuasan Konsumen*, 4) *Brand Image* berpengaruh positif dan signifikan terhadap *Kepuasan Konsumen*, 5) *Kepuasan Konsumen* berpengaruh positif dan signifikan terhadap *Repurchase Intention*.

Kata Kunci: *Green Marketing*, *Brand Image*, *Fast Food Top Brand 2022*, *Repurchase Intention*, dan *Kepuasan Konsumen*.