

***Analysis of Purchase Decisions for Sariayu Martha Tilaar Products  
in DKI Jakarta***

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***Abstract***

*This research aims to identify the influence of green marketing, brand image, and social media marketing on purchasing decisions for Sariayu Martha Tilaar. The population of this research is the people of DKI Jakarta who have purchased the product and follow one of the social media. Sampling used a non-probability sampling technique with a purposive sampling method. The sample obtained was 100 respondents. The approach used is quantitative. Questionnaires were used as a data collection technique. Partial Least Square is used as a data analysis technique. Data testing was carried out using outer and inner models and hypothesis testing. The research results show: (1) green marketing has a positive and significant influence of 0.262 on purchasing decisions (2) brand image has a positive and significant influence of 0.429 on purchasing decisions (3) social media marketing has a positive and significant influence of 0.267 on purchasing decisions. The contribution of green marketing, brand image and social media marketing seen from the adjusted R-Square is 0.816 or 81.60% while the remainder is caused by other factors 18.40% outside this research model.*

**Keywords:** *Green marketing, brand image, social media marketing, and purchase decision*

# **Analisis Keputusan Pembelian Produk Sariayu Martha Tilaar di DKI Jakarta**

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## **Abstrak**

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *green marketing*, *brand image*, dan *social media marketing* terhadap keputusan pembelian Sariayu Martha Tilaar. Populasi penelitian ini yaitu masyarakat DKI Jakarta yang pernah membeli produknya dan mengikuti salah satu media sosial. Pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Sampel yang diperoleh sebanyak 100 responden. Pendekatan yang dipakai yaitu kuantitatif. Kuesioner digunakan sebagai teknik pengumpulan data. Partial Least Square digunakan sebagai teknik analisis data. Pengujian data dilakukan dengan menggunakan outer dan inner model serta uji hipotesis. Hasil penelitian menunjukkan: (1) *green marketing* berpengaruh sebesar 0.262 positif dan signifikan terhadap keputusan pembelian (2) *brand image* berpengaruh sebesar 0,429 positif dan signifikan terhadap keputusan pembelian (3) *social media marketing* berpengaruh sebesar 0.267 positif dan signifikan terhadap keputusan pembelian. Kontribusi *green marketing*, *brand image*, dan *social media marketing* dilihat dari adjusted R-Square sebesar 0,816 atau 81,60% sedangkan sisanya disebabkan oleh faktor lain 18,40% diluar model penelitian ini.

**Kata kunci :** pemasaran hijau, citra merek, pemasaran media sosial, dan keputusan pembelian