

ANALISA PENGARUH *GREEN MARKETING MIX* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI HOTEL DI SURABAYA MELALUI MINAT BELI SEBAGAI VARIABEL PERANTARA

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Abstrak: Penelitian ini dilakukan untuk menganalisa pengaruh implementasi *green marketing mix* terhadap keputusan pembelian konsumen di hotel di Surabaya dengan minat beli sebagai variabel perantara. Instrumen utama pengumpulan data menggunakan kuesioner yang diukur dengan skala likert. Total jumlah sampel penelitian ini sebanyak 185 responden. Analisa penelitian ini menggunakan bantuan program PLS dengan hasil yang menunjukkan bahwa *green marketing mix* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan variabel minat beli sebagai variabel perantara. Dalam penelitian ini, variabel minat beli terbukti memperkuat hubungan antara *green marketing mix* dan keputusan pembelian.

Kata Kunci: *Green marketing mix*, Minat Beli, Keputusan Pembelian, Hotel, Surabaya

Abstract: This research aimed to analyze the impact of green marketing mix on consumer purchase decisions in hotels in Surabaya with purchase intention as a moderating variable. The main instrument to collect data was using questionnaire that measured by likert scale. The number of respondents in this study were 185 respondents. Data analysis methods used the help of PLS program with the result showed that green marketing mix had positive and significant impact on purchase decision through purchase intention. In this study, purchase intention variable proved to strengthen the relation between green marketing mix and purchase decision.

Keywords: Green Marketing Mix, Purchase Intention, Purchase Decision, Hotel, Surabaya

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