

**THE INFLUENCE OF GREEN PRODUCT, GREEN BRANDING, AND  
DIGITAL INFLUENCER ON BUYING DECISION ON AQUA MINERAL  
WATER PRODUCTS IN MANADO CITY**

**THESIS**

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**UNIVERSITAS KATOLIK DE LA SALLE**

**MANADO**

**2020**

**APPROVAL PAGE**

**THE INFLUENCE OF GREEN PRODUCT, GREEN BRANDING, AND  
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(Study at Consumer in Manado, on Aqua mineral water product)

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**LEGALIZATION PAGE**  
**THE INFLUENCE OF GREEN PRODUCT, GREEN BRANDING, AND**  
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**WATER PRODUCTS IN MANADO CITY**

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## **ABSRTACT**

### **THE INFLUENCE OF GREEN PRODUCT, GREEN BRANDING, AND DIGITAL INFLUENCER ON BUYING DECISION ON AQUA MINERAL WATER PRODUCTS IN MANADO CITY ( GUIDED BY : TANDAJU YUSTINUS TEDDY, S.E., M.B.A AND SENGKEY H.Y RAFAEL, S.S., M.Pd )**

Green products are known to be able to preserve the environment, which at present is a problem for the preservation of the earth, with this phenomenon there are several companies that make innovations by promoting environmental sustainability by making products that are environmentally friendly (green products), not just from their products only environmentally friendly but also committed to protecting the environment (green branding), and doing ways to be able to change people's consumption patterns by involving public figures in the issue of promotion (digital influencers).

This research is a quantitative study, using a questionnaire as a method of data collection, the number of samples from this study were 400 respondents. This study aims to determine whether there is a significant influence or not of the dependent variable (Green product, Green branding, Digital influencer) on the independent variable (Buying decision), this study uses a partial test (T-test) and simultaneous test (F-test) in the process of drawing conclusions

The results of this study are the dependent variable (Green product, Green branding, Digital influencer) have a significant simultaneous effect on the independent variable (Buying decision), and also each dependent variable has a significant partial effect on the independent variable

Keyword : Green product, Green branding, Digital influencer, Buying decision

## ABSTRAK

**PENGARUH PRODUK HIJAU, MEREK HIJAU, DAN DIGITAL INFLUENCER TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK AIR MINERAL AQUA DI KOTA MANADO (DIBIMBING OLEH: TANDAJU YUSTINUS TEDDY, S.E., M.B.A AND SENGKEY H.Y RAFAEL, S.S., M.Pd)**

Produk hijau dikenal mampu melestarikan lingkungan, yang saat ini menjadi masalah bagi pelestarian bumi, dengan fenomena ini ada beberapa perusahaan yang melakukan inovasi dengan mempromosikan kelestarian lingkungan dengan membuat produk yang ramah lingkungan (*green product*), tidak hanya dari produk mereka yang hanya ramah lingkungan tetapi juga berkomitmen untuk melindungi lingkungan (*green branding*), dan melakukan cara-cara untuk dapat mengubah pola konsumsi masyarakat dengan melibatkan tokoh masyarakat dalam masalah promosi (*digital influencer*).

Penelitian ini adalah penelitian kuantitatif, dengan menggunakan kuesioner sebagai metode pengumpulan data, jumlah sampel dari penelitian ini adalah 400 responden. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh yang signifikan atau tidak dari variabel dependen (Green product, Green branding, Digital influencer) terhadap variabel independen (Keputusan Pembelian), penelitian ini menggunakan uji parsial (uji-T) dan uji simultan. (F-test) dalam proses menggambar kesimpulan

Hasil dari penelitian ini adalah variabel dependen (produk Hijau, Green branding, Digital influencer) memiliki pengaruh simultan yang signifikan terhadap variabel independen (Keputusan pembelian), dan juga masing-masing variabel dependen memiliki pengaruh parsial yang signifikan terhadap variabel independen.

Kata kunci: Green product, Green branding, Digital influencer, Keputusan pembelian

## ACKNOWLEDGEMENT

First of all, I am so grateful to God the Almighty for the mercy and strength I have received that enable me to finish the thesis process as well as the writing and the examination of this report. A lot of experience has been acquired during this process. Not to mention knowledge and skills as well as network. Furthermore, student also want to thank you, for all the people who involved in this process, who always support and encourage student to complete the thesis process and the process of writing this report.

1. My family who always support me in every way especially my father.
2. Prof. Dr. Johanis Ohoitimur, as the Rector of Universitas Katolik De La Salle Manado
3. Octavianus M. T. Muaja, S.E., M.M. as the Dean of the Faculty of Economics Universitas Katolik De La Salle Manado
4. Loureine Patricia Sumual, S.E., M.F.M. as the Head of Study Program of Faculty of Economics, Universitas Katolik De La Salle Manado
5. Teddy Yustinus Tandaju, S.E., MBA (Adv.) as my advisor I who always encourages and support student during the thesis program and in the process of report writing.
6. Rafael H.Y Sengkey, S.S., M.Pd as my advisor I who always encourages and support student during the thesis program and in the process of report writing.
7. Ch. Adrie P. Koleangan, S.E.,M.M as my examiner I thank you for the motivation and the advise during college

8. Merry J. Korompis, S.E., M.M as my examiner II thank you for always supporting me, correcting me if I'm wrong, and always believe in me during the college and the thesis program
9. To all my friend who always support me : Jhon, Will, Rey, Marista, Ega, Ling, Jeanet. Frengky, Niko, Jhonga.

**Manado, July 22, 2020**

**Rolando Yacobus**

**AUTHENTICITY OF STATEMENT**

I signed the thesis statement stating that this thesis:

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This is my originality. In this thesis, there is no part of the writings and opinions of others that I state as my writing. When I use the writings and opinions of others by citing implicitly, I have included and indicated the source of the origin. If the thesis I write proves to be plagiarism, I will take the consequences given to me, including the cancellation of the degree and certificate.

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