

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

THESIS

ROLANDO YACOBUS

16042041



MANAGEMENT DEPARTMENT

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APPROVAL PAGE

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(Study at Consumer in Manado, on Aqua mineral water product)

ROLANDO YACOBUS

16042041

Has been fulfilled the requirement to be accepted by advisory commissions

Advisor I



Teddy Yustinus Tandaju, S.E., M.B.A

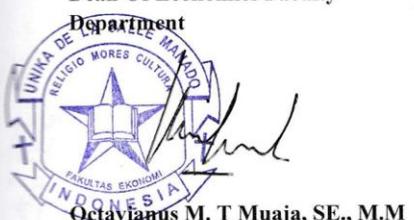
Advisor II



Rafael H.Y Sengkey, S.S., M.Pd.

Manado, 22nd july 2020
Faculty of Economics
Universitas Katolik De La Salle Manado

Dean Of Economics Faculty



Head of Management



Loureine P. Sumual, SE., M.F.M

LEGALIZATION PAGE
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16042041

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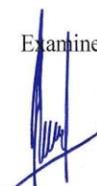
On 22nd July 2020

Advisor



Teddy Yustinus Tandaju, S.E., M.B.A

Examiners,



Ch. Adrie P. Koleangan, S.E., M.M

Rafael H.Y Sengkey, S.S., M.Pd



Merry J. Korompis, S.E., M.M

This Thesis has been accepted as partial fulfillment

To obtain Bachelor Degree of Management

On 22nd July 2020

Acknowledge By

Dean Of Economics Faculty



Head Of Management



Loureine P. Sumual, S.E., M.F.M

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 menggambarkan 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

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Manado, July 22, 2020

Rolando Yacobus

AUTHENTICITY OF STATEMENT

I signed the thesis statement stating that this thesis:

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

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.

Manado, 22 July 2020

The undersigned affirms the statement



Rolando Yacobus

Teddy Yustinus Tandaju, S.E., M.B.A

Witness I as the advisor and member of the board of examiners

Ch. Adrie P. Koleangan, S.E.,M.M.

Witness II as Member of the Board of Examiners

Merry J. Korompis, S.E.,M.M.

Witness III, as Member of the Board of Examiners

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