

ABSTRACT

THE INFLUENCE OF GREEN MARKETING AND BRAND AWARENESS ON MINAT BELI THROUGH BRAND IMAGE: A CASE STUDY OF FORE COFFEE

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This study discusses the effect of Green marketing and Brand awareness on Purchase intention through Brand Image at Fore Coffee in South Tangerang, with a focus on Generation Z. The increasing plastic waste problem in Indonesia, including 69.7 million tons by 2023, drives the importance of environmentally friendly practices. Generation Z is known to care about sustainability and plays a significant role the adoption of these practices by companies. This quantitative research used an online questionnaires with 170 Generation Z respondents from South Tangerang who were by purposive sampling. The Analysis was conducted with Structural Equation Modeling (SEM). The result showed that green marketing and brand awareness have a significant effect on brand Image and purchase intention. Brand Image is also proven to have a significant effect on Purchase intention. Other hypothesis result show that green marketing and brand awareness have a significant effect on Purchase intention through brand Image.

Keywords: *Green marketing, Brand awareness, Brand Image, purchase interest*