

## **ABSTRACT**

***The Effect of Green Marketing on Purchasing Decisions Mediated by Brand Image. (Case Study of Mcdonald;s Product Consumers in South Tangerang)***

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*This study analyzes the effect of Green Marketing on Purchasing Decisions mediated by Brand Image on the McDonald's brand in South Tangerang. This study uses quantitative methods, with the object of research being Mcdonald's consumers in South Tangerang. In this study, the population cannot be known with certainty, and using purposive sampling as a sampling method as many as 126 samples. The data were collected through questionnaires and data analysis techniques Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with processing using SmartPLS Version 3.0 software. The results of this study indicate that Green Marketing has a significant effect on Purchasing Decisions, Green Marketing has a significant effect on Brand Image, Brand Image has a significant effect on Purchasing Decisions, Green Marketing has a significant effect on Purchasing Decisions mediated by Brand Image.*

***Keywords: Green Marketing, Brand Image, Purchase Decision***