

ABSTRAK

Ummi Hafizah, NIM 7203510030. Pengaruh *Green Product*, *Green Advertising* dan *Green Trust* Terhadap Keputusan Pembelian Produk Avoskin di Shopee (Studi Pada Pelanggan Avoskin di Shopee). Skripsi. Program Studi Manajemen. Jurusan Manajemen. Fakultas Ekonomi. Universitas Negeri Medan.

Penelitian ini berguna untuk mengetahui Pengaruh *Green Product*, *Green Advertising* dan *Green Trust* Terhadap Keputusan Pembelian Produk Avoskin di Shopee (Studi Pada Pelanggan Avoskin di Shopee). Penelitian dilakukan di Platform *E-Commerce* Shopee dengan jumlah populasi 10.000. Pengambilan sampel menggunakan Teknik *Purposive Sampling* dengan jumlah sampel sebanyak 150 orang atau responden.

Teknik pengumpulan data ialah dengan menggunakan kuisioner yaitu dengan cara menyebar kuisioner pada responden (sampel) dan mengumpulkannya kembali. Teknik analisis data yang digunakan ialah menggunakan *Partial Least Square (PLS)* dengan software SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa variabel *green product* dan *green advertising* tidak berpengaruh signifikan terhadap keputusan pembelian. Sedangkan variabel *green trust* berpengaruh signifikan terhadap keputusan pembelian. Namun saat *green trust* menjadi variabel mediasi, variabel *green product* dan *green advertising* berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: *Green Product*, *Green Advertising*, *Green Trust*, Keputusan Pembelian

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ABSTRACT

Ummi Hafizah, NIM 7203510030. *The Influence of Green Product, Green Advertising and Green Trust on Purchase Decisions for Avoskin Products at Shopee (Study of Avoskin Customers on Shopee). Thesis. Management Study Program. Management major. Faculty of Economics. Medan State University.*

This research is useful for determining the influence of green product, green advertising and green trust on purchasing decisions for Avoskin products at Shopee (Study of Avoskin Customers on **Shopee**). The research was conducted on the Shopee E-Commerce Platform with a population of 10,000. Sampling used Purposive Sampling Technique with a sample size of 150 people or respondents.

The data collection technique is to use questionnaires, namely by distributing questionnaires to respondents (samples) and collecting them again. The data analysis technique used is Partial Least Square (PLS) with SmartPLS 4.0 software.

The research results show that the green product and green advertising variables do not have a significant effect on purchasing decisions. Meanwhile, the green trust variable has a significant effect on purchasing decisions. However, when green trust is a mediating variable, the green product and green advertising variables have a significant effect on purchasing decisions.

Keywords: Green Product, Green Advertising, Green Trust, Purchasing Decisions