ABSTRAK

Nanda Savitri Dewi. 2026. Pengaruh *Green Marketing*, Inovasi Produk terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Interverning (Studi Empiris Produk Popok, Pembalut dan Tisue Merek Unicharm pada Konsumen di Kabupaten Magetan). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Heny Sidanti, S.E., M.M. Pembimbing (II) Hari Purwanto, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Marketing* dan Inovasi Produk terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel interverning pada konsumen produk ramah lingkungan merek Unicharm di Kabupaten Magetan. Penelitian menggunakan pendekatan kuantitatif dengan variabel *Green Marketing*, Inovasi Produk, Minat Beli, dan Keputusan Pembelian.

Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS). Penelitian ini dihadapkan dapat memberikan bukti empiris mengenai pengaruh *Green Marketing* dan Inovasi Produk terhadap Minat Beli dan Keputusan Pembelian serta peran Minat Beli dalam memediasi hubungan tersebut. Hasil penelitian diharapkan menjadi masukan bagi perusahaan dalam menyusun strategi pemasaran yang berorientasi pada keberlanjutan lingkungan,

Kata Kunci: *Green Marketing*, Inovasi Produk, Minat Beli, dan Keputusan Pembelian

ABSTRACT

Nanda Savitri Dewi. 2026. The Influence of Green Marketing and Product Innovation on Purchase Decisions through Purchase Intention as an Interverning Variable (An Empirical Study of Diaper, Sanitary Pad, and Tissue Products of the Unicharm Brand on Consumers in Magetan Regency. Thesis. Management Department, Economic and Business Faculty, Universitas PGRI Madiun. Advisor (I) Dr. Heny Sidanti, S.E., M.M., Advisor (II) Dr. Hari Purwanto, S.E., M.M.

This study to analyze the influence of Green Marketing and Product Innovation on Purchasing Decisions through Purchase Intention as an interverning variable among consumers of environmentally friendly Unicharm products in Magetan Regency. This research employs a quantitative approach with Green Marketing, Product Innovation, Purchase Intention, and Purchasing Decisions as the research variables.

Data were collected through questionnaires and analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS). This study is expected to provide empirical evidence regarding the effects of Green Marketing and product Innovation on Purchase Intention and Purchasing Decisions, as well as the mediating role of Purchase Intention. The findings are expected to serve as a reference for companies in developing environmentally sustainable marketing strategies.

Keywords: Green Marketing, Product Innovation, Purchase Intention, Purchasing Decision.