

UNIVERSITAS INTERNASIONAL BATAM

*Bachelor Thesis
Management Study Programme
Odd Semester 2019/2020*

***“ The influence of green marketing and the influence of brand image on
consumer buying interest in the body shop BATAM ”***

NPM: 1541369
Felisia Intan Ceria

Abstract

The purpose of this research is to study the majority of green marketing and the influence of brand image on batam body shop consumers.

The object of this study is the influence of the body shop brand image on consumers. The research method of this research is purchase intention where this research meets the research criteria. The method in this study uses SPSS, also called *Statistical product and service solutions*, with the aim of analyzing the influence of independent variables (*Green marketing*) and mediating variables (*brand image*) on the dependent variable (*consumer buying interest*).

The study population is all groups of people. The results showed *green marketing* (independent variable) had a significant positive effect on *brand image* (mediating variable) and *consumer buying interest* (dependent variable) directly.

Keywords: *Green Marketing, Brand Image, Consumer buying interest.*