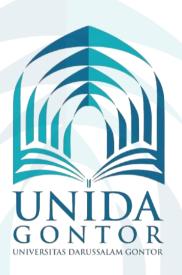
THESIS

THE INFLUENCE OF GREEN MARKETING STRATEGY,
BRAND IMAGE, AND ENVIRONMENTAL BEHAVIOR ON
PURCHASING DECISIONS ON LE MINERALE PRODUCTS
(STUDY CASE MAN 3 NGAWI)



By:

Iesya Nur Tsalisya Tsaqiba 422021428026

DEPARTMENT OF MANAGEMENT
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UNIVERSITY OF DARUSSALAM GONTOR
2025/1446

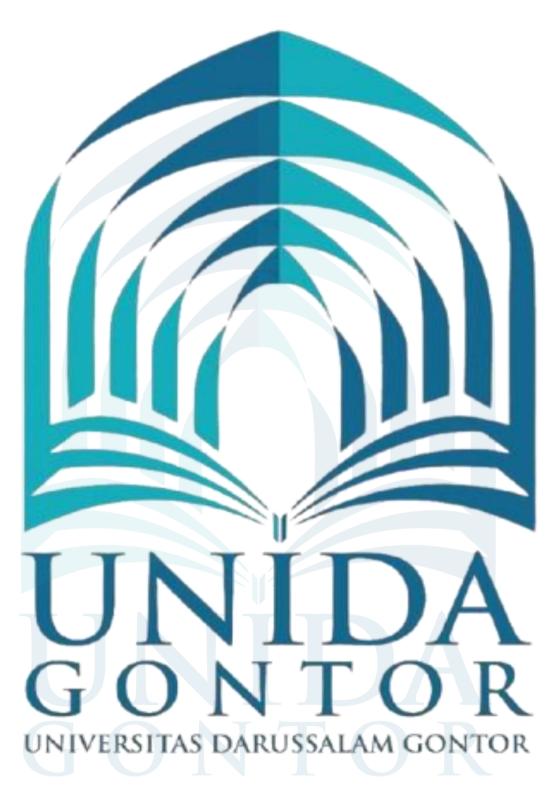
THE INFLUENCE OF STRATEGY GREEN MARKETING, BRAND IMAGE, AND ENVIRONMENTAL BEHAVIOR ON PURCHASING DECISIONS ON LE MINERALE PRODUCTS (STUDY CASE MAN 3 NGAWI)

UNDERGRATUATED THESIS

Submitted in fulfillment of the requirement for the degree of Bachelor of Management

By Iesya Nur Tsalisya Tsaqiba 422021428026

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2025/1446



DECLARATION



Faculty of Economics and Management

كلية الاقتصاد والإدارة

DECLARATION

Name : Iesya Nur Tsalisya Tsaqiba

Registered Number : 422021428026

Faculty : Economic and Management

Department : Management

Title : The Influence of Green Marketing Strategy, Brand Image,

and Environmental Behavior On Purchasing Decision On Le

Minerale Product (Study Case On MAN 3 Ngawi).

I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Sya'ban 10th, 1446 H February 9th, 2025 M

Author,

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APPROVAL OF SUPERVISIOR



Faculty of Economics and Management

كلية الاقتصاد والإدارة

APPROVAL OF SUPERVISOR

To Honorable,

Dean of Faculty of Economics and Management University of Darussalam Gontor

Bismillahirrahmanirrahim, Assalamu 'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

Name : Iesya Nur Tsalisya Tsaqiba

Reg. Number : 422021428026

Title : The Influence of Strategy Green Marketing, Brand Image,

and Environmental Behavior On Purchasing Decision On Le

Minerale Product (Study Case MAN 3 Ngawi)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for degree of Bachelor of Management Department.

Wassalamu 'alaikum Wr, Wb.

Ponorogo, 8 th Rajab 1446 H

8 th January, 2025 M

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THESIS EXAMINATION COMMITTEE APPROVAL



Faculty of Economics and Management كلية الاقتصاد والإدارة

THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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Title : The Influence of Green Marketing Strategy, Brand Image, and Environmental

Behavior On Purchasing Decision On Le Minerale Product (Study Case On MAN

3 Ngawi)

It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University

of Darussalam Gontor.

Secretary,

Hayatul Maemunah, SE., M.E.I.

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كلية الاقتصاد والإدارة

APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

: Iesya Nur Tsalisya Tsaqiba Name

: 422021428026 Reg. Number

: The Influence of Green Marketing Strategy, Brand Image,

and Environmental Behavior On Purchasing Decision On Le

Minerale Product (Study Case On MAN 3 Ngawi)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H / 2024-2025 M.

10th, 1446 H

Ponorogo,

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9th, 2025 M

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MOTTO

فَإِنَّ مَعَ العُسْرِ يُسْرًا

(Al-Insyirah: 6)

"Along with the difficulties, there is convenience."

UNIDA GONTOR

DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin, all praise be to Allah SWT for His infinite grace and bounty, which enabled the author to complete this thesis with patience and strength. May prayers and greetings always pour out to our dear Prophet Muhammad SAW, a guiding light amid the darkness. Aamiin.

The author dedicates this simple work to those who are the primary support and encouragement when the spirit begins to fade:

For beloved Ayah, Ibu, my sister Rina, and my brother Mufti, Thank you for your unceasing prayers and the enthusiasm accompanying the writer at every step. Your presence and support are a lamp that never goes out, illuminating the writer's every step, even when the road feels dark, and hope begins to fade. Even though the writer often makes mistakes, you remain loyal to accompany and provide irreplaceable strength and trust. May Allah SWT always provide health, blessings, luck, and happiness for my family.

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Hopefully this thesis can be useful for readers and make a meaningful contribution to the development of science in the future.

Mantingan,

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3 Januari , 2025 M

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