

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:

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**DEPARTMENT OF MANAGEMENT
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UNIVERSITY OF DARUSSALAM GONTOR
2025/1446**

UNIVERSITAS DARUSSALAM GONTOR

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BRAND IMAGE, AND ENVIRONMENTAL BEHAVIOR ON
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UNDERGRADUATED THESIS

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

By

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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 SUPERVISOR



Faculty of Economics and Management

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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 Tsalisyia 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, 8th Rajab 1446 H

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THESIS EXAMINATION COMMITTEE APPROVAL



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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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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.

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APPROVAL OF DEAN



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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis 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 is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H / 2024-2025 M.

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

Dean of
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MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا

(Al- Insyirah : 6)

“Along with the difficulties, there is convenience.”



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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:

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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.

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