

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah, *Green Marketing*, *Social Media Marketing*, dan *Viral Marketing* mempunyai pengaruh terhadap Keputusan Pembelian Pakaian *Thrift* pada Mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji. Variabel *Green Marketing*, *Social Media Marketing*, dan *Viral Marketing* mempunyai pengaruh terhadap Keputusan Pembelian Pakaian *Thrift* pada Mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji. Populasi yang digunakan adalah Mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji, angkatan 2021 yang sudah pernah membeli pakaian *Thrift* minimal 1 kali dan menggunakan produk pakaian *Thrift*, dan pernah melakukan pembelian di 5 toko pakaian *Thrift* seperti *Aalisha Collection*, *AurellyPL*, *Thrift For You*, *27 Thav*, dan *Thrift Adel*, serta aktif menggunakan media sosial yang relevan dengan tren pakaian *Thrift*. Penelitian ini mengambil data sampel sebanyak 125 responden dengan penentuan teknik pengambilan sampel yaitu *non-probability sampling* atau pengambilan sampel dengan kriteria tertentu (*purposive sampling*). Jenis penelitian adalah penelitian kuantitatif. Penelitian dilakukan menggunakan SPSS versi 24. Penelitian menunjukkan bahwa hasil uji t atau uji secara parsial menyatakan variabel *Green Marketing*, *Social Media Marketing*, dan *Viral Marketing* berpengaruh signifikan terhadap Keputusan Pembelian. Sedangkan, hasil uji F atau uji secara simultan menyatakan variabel *Green Marketing*, *Social Media Marketing*, dan *Viral Marketing* berpengaruh signifikan terhadap Keputusan Pembelian Pakaian *Thrift* pada Mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji.

Kata Kunci: *Green Marketing*, *Social Media Marketing*, *Viral Marketing*, dan Keputusan Pembelian.

ABSTRACT

This study aims to determine whether Green Marketing, Social Media Marketing, and Viral Marketing have an influence on Thrifting Clothing Purchase Decisions for Students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University. The variables Green Marketing, Social Media Marketing, and Viral Marketing have an influence on Thrifting Clothing Purchase Decisions for Students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University. The population used is students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University, class of 2021 who have purchased Thrifting clothing at least once and used Thrifting clothing products, and have made purchases at 5 Thrifting clothing stores such as Aalisha Collection, AurellyPL, Thrfit For You, 27 Thav, and Thrift Adel, and actively use social media that is relevant to Thrifting clothing trends. This study took sample data of 125 respondents with the determination of the sampling technique, namely non-probability sampling or sampling with certain criteria (purposive sampling). The type of research is quantitative research. The study was conducted using SPSS version 24. The study showed that the results of the t-test or partial test stated that the variables Green Marketing, Social Media Marketing, and Viral Marketing had a significant effect on Purchasing Decisions. Meanwhile, the results of the F-test or simultaneous test stated that the variables Green Marketing, Social Media Marketing, and Viral Marketing had a significant effect on Purchasing Decisions for Students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University.

Keywords: *Green Marketing, Social Media Marketing, Viral Marketing, and Purchasing Decisions*

