

SUMMARY

ANNISA HASANAH. 125040101111012. Green Marketing and Corporate Social Responsibility: Its Effect on Consumer Buying Organic Vegetable (Case Study in Malang and Surabaya Supermarket on Organic Vegetable Consumer CV. Kurnia Kitri Ayu Farm Malang). Under the guidance of Silvana Maulidah, SP.MP as mentors.

The company capitalized on environmental issues in marketing activities so that emerging concepts and new phenomenon in marketing the product, known as the Green Marketing. Green marketing classifies companies based on products and production processes that are environmentally friendly (Prakash, 2002). The implementation of green marketing strategy, is expected to influence consumer purchase decisions. Companies also need to make corporate social responsibility in conducting business. CSR is very beneficial to the community and can improve company image. Their programs of corporate social responsibility undertaken by the company can affect the interest and the consumer's decision to purchase products from the company. Lack of promotion company interests at heart people and places or locations that are difficult to reach is the reason people are reluctant to consume organic vegetables. In addition, the company should introduce a program of corporate social responsibility to the community and consumers to be better known by the public and consumers. Companies also need to be routinely longer perform its corporate social responsibility program in order to gain the trust of the public and consumers so as to increase the volume of sales of organic vegetables. Based on the above problems, it is necessary to do research on the Influence of Green Marketing Strategy Organic Vegetable and Corporate Social Responsibility CV. Kurnia Kitri Ayu Farm Malang on Consumer Purchase.

Based on the problems occurred at the company, the purpose of the study: (1) identify the effect of green marketing strategies and corporate social responsibility program to purchase organic vegetable products, and (2) identify the variables that most influence purchase organic vegetable products. The method used in determining the location of the research carried out by the method of purposive. The location of research at CV. Kurnia Kitri Ayu Farm is located at Jalan Rajawali No. 10, District Sukun, Malang, East Java. Sampling using sampling methods nonprobability accidental sampling. Methods of data analysis consisted of descriptive analysis and quantitative analysis. Quantitative analysis consists of validity, reliability, and path analysis (path).

Based on the research results of research objectives include: (1) The strategy of green marketing and corporate social responsibility of the company proved to be positively and significantly affect the purchase of the products of organic vegetables. Green marketing strategies and corporate social responsibility describes the product purchase organic vegetables amounted to 0.826 or 82.6%, whereas 0.174 or 17.4% is influenced by other variables

outside the model, (2) Variable green marketing strategy that most influence is the product with the path coefficient value the effect of product against product purchase organic vegetables is 0.294 with significance 0.003.

Based on the results of this research can be submitted several suggestions as follows: (1) It is expected that companies maintain product quality and product freshness organic vegetables so that consumers buy more organic vegetable products and retaining long consumers to always visit and buy organic vegetable products from CV. Kurnia Kitri Ayu Farm. Corporate social responsibility program more routine and more improved again so that more people understand the benefits of organic vegetables, especially more aware of the advantages of the products organic vegetable company, (2) For the next researcher to do research with other variables, so the variables that influence purchasing decisions can be identified more.

