**ABSTRAK**

Peluang bagi industri minuman dan makanan instan di Indonesia sangat tinggi karena tingkat konsumsi dari masyarakatnya. Teh Botol Sosro merupakan teh kemasan yang populer di indonesia. Tujuan penelitian untuk menguji pengaruh pemasaran hijau, kesadaran merek, harga, kualitas produk dan kemasan terhadap keputusan pembelian Teh Botol Sosro. Seiring berkembangnya zaman, persaingan di Indonesia yaitu di bidang pemasaran khusus minuman semakin ketat salah satunya adalah produk teh botol sosro. Populasi dan sampel yang digunakan dalam penelitian ini yaitu 97 pelanggan yang mengonsumsi teh botol sosro di seluruh wilayah Indonesia. Kueisioner penelitian ini disebarkan secara *online* melalui *google form*. Penelitian ini menggunakan teknik *purposive sampling* dengan melihat karaketeristik responden dan data diolah dengan bantuan *software SPPS.* Hasil penelitian ini membuktikan bahwa: Pemasaran hijau, harga, kualitas produk menyatakan berpengaruh terhadap Keputusan pembelian produk teh botol sosro, sedangkan kesadaran merek dan kemasan menyatakan tidak berpengaruh terhadap Keputusan pembelian produk teh botol sosro.

**Kata Kunci:** Keputusan pembelian, pemasaran hijau, kesadaran merek, harga, kualitas produk dan kemasan

***ABSTRACT***

*The opportunity for the instant beverage and food industry in Indonesia is very high because of the level of consumption of its people. Teh Botol Sosro is a popular packaged tea in Indonesia. The purpose of the study was to examine the influence of green marketing, brand awareness, price, product quality and packaging on purchasing decisions for bottled tea product. Along with the times, competition in Indonesia, namely in the field of beverage special marketing, is getting tighter, one of which is sosro bottled tea products. The population and sample used in this study were 97 customers who consumed sosro bottled tea throughout Indonesia. This research questionnaire was distributed online via google form. This study uses purposive sampling technique by looking at the characteristics of respondents and the data is processed with the help of SPPS software. The results of this study prove that: Green marketing, Price, Product quality affects purchasing decisions for sosro bottled tea products, Brand awareness, Packaging has no effect on purchasing decisions for sosro bottled tea products.*

***Keyword :*** *Purchase decision, green marketing, brand awareness, price, product quality and packaging*