

ABSTRACT

Marketing is an important thing that must be done by every company. Green marketing divided into green marketing strategies and green marketing mix. There are 4 types of green marketing mix which are product, price, place and promotion. Green marketing is considered safe for the environment. There is a green promotion in green marketing, and ecolabel is part of green promotion and green communication. The human view has increased along with increasing concern for the environment. Eco-label as a guarantee of the quality of green products is a problem in the world of business and global trade today. The aim of this research is to design models of ecolabel and to find the relationship among variables. These variables are environmental knowledge, ecolabel awareness, ecolabel knowledge and belief in environmentally friendly buying as exogenous variable and brand trust as endogenous variable. The method used in this study is survey by using questionnaires and Structural Equation Model (SEM) tools and will be processed using AMOS 22 software. The results of this research, there are 2 of 4 variables that significantly related to brand trust. The variables are environmental knowledge with a significance value 0.005 and belief in environmentally friendly buying with a significance value 0.001.

Keywords: Green, Marketing, Promotion, Eco-label, Brand-Trust