

ABSTRACT

Marketing is the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives. Green marketing has recently become an interesting issue, it is divided into green marketing strategy and marketing mix. Marketing mix is divided into 4 categories which are product, price, place and promotion. Promotion is needed to communicate product or services to customers, information credibility is needed to deliver information properly. The aim of the research is to identify how relation among variables. Those variables are familiar brand, credible source, initial perception and website interactivity as exogenous variable while brand trust as endogen variable. Another purpose is designing conceptual model of conceptual model of information credibility toward brand trust in green marketing scope. The research was conducted using SEM (Structural Equation Model) method, processed by AMOS 22 software. There are several steps of the research those are measurement models, structural models, and modification model. The results shows there are two variables that significantly influence purchasing decisions, namely familiar brand and website interactivity.

Keywords: Green, Marketing, Promotion, Information-credibility, Brand-trust