

## **ABSTRACT**

*This research was conducted to determine the effect of Green Product and Green Price on the purchasing decisions of Generation Z in The Body Shop Bandung. This research uses descriptive and causal method with a quantitative approach. The sampling technique in this study is purposive sampling with a total of 140 respondents, namely Generation Z consumers of The Body Shop Bandung. The data analysis techniques used are descriptive analysis and multiple linear regression. Data processing using IBM SPSS software application version 27.*

*Based on the results of the study, that green product and green price have a significant influence on purchasing decisions, both partially and simultaneously. This is proven by the F test method by having a calculated f value (155.604) > table f value (3.06) and the significance level of  $0.000 < 0.05$ . The coefficient of determination showed that the green product and green price effect of 69.4%.*

**Keywords:** *Green Product, Green Price, Purchase Decision.*