

ABSTRACT

Indonesia is one of the countries which often experience extreme weather so tend to trigger disasters such as floods, hidrometeorologis landslides, and drought. The cause of a number of disasters in Indonesia, one of which was caused by global warming is the main source of the occurrence that is air pollution that comes from a motor vehicle. As one of the major cities that have a population density by motor vehicles, the city of Bandung has conducted various prevention to reduce air pollution. Awareness of the environment in the community also needed to reduce global warming. Action to reduce global warming by doing Green Purchasing, consuming or wearing eco-friendly products. This study aimed to see if the community in Bandung is also contributing to Green Purchasing behavior or not. The study used 10 variable free quoted from several journals i.e. environmental behavior consisting of environmental attitude, the consumers behavior towards eco labeling, the perceived seriousness of environment problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, perceived self-image in environmental, social influences, perceived quality of green products, environmental concern, and environmental knowledge. This research will identify factors that influence the green purchasing behavior by spreading the questionnaire to 400 communities in Bandung by using purposive sampling. Methods of data analysis using quantitative methods and analyzed using multiple regression analysis. The results of this research are (1) the environmental factor is attitude, the consumers behavior towards eco labeling, the perceived seriousness of environment problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, perceived self-image in environmental, social influences, perceived quality of green products, environmental concern, and environmental knowledge simultaneously positive and significant effect against the green purchasing at the community in Bandung of 35.6%. (2) the variable perceived effectiveness of environmental behavior, environmental concern, and environmental knowledge in partial effect significantly to green purchasing.

Keywords: *Green Marketing, Green Consumer, Green Purchasing, Environmental Behavior.*