

ABSTRACT

Now a days cosmetic has become a daily necessity that can not be separated from the lifestyle of the people of Indonesia. Women are creatures synonymous with beauty, women always want to look beautiful in a variety of circumstances and always wanted to be the center of attention for him. This is the reason why women like to beautify themselves using a variety of cosmetics.

In the end, with their green product provides a challenge to the companies that produce beauty products. The challenge that earned the consideration of the aspect of environmental friendliness, cosmetics manufacturers have to ensure that cosmetic products produced by each company is environmentally friendly and safe for use by consumers. Smart companies will assume this challenge not as a threat but as an opportunity to satisfy the needs and desires of consumers.

In this research method used is the Simple Linear Regression. The study population is a student of the Faculty of Applied Sciences Telkom University where samples are taken by 100 respondents.

The results showed that the quality of products of The Body Shop amounted to affect only 2.6% did not significantly influence the purchasing decisions of customers, while 97.4% is influenced by other variables.

Keywords: Green Product, Purchase Decision, The Body Shop.