

ABSTRACT

Fast food is an alternative choice for consumers who have limited time today. But health is also an important part in the selection of food. KFC (Kentucky Fried Chicken) is the only fast food restaurant in Indonesia which uses organic rice, This is an interesting phenomenon to be studied. Innovation organic rice products that are beneficial to the health of the consumer and is expected to increase consumer buying interest by using the application of Green Marketing conducted by KFC.

Population in this research is that consumers KFC branch Riau Bandung and samples taken by 100 respondents. The aim of this study was to determine the influence of Green Marketing to the Buying Decision. In this research method used is descriptive quantitative analysis method and simple regression analysis.

Results of the research that has been done that the response to the Green Marketing respondents on purchasing decisions have a significant impact with a strong level. Green Marketing amount of influence on purchasing decisions by 66.7%, the rest (100% -66.7%) 33.3% influenced by other factors not examined.

Keywords: Green Marketing and Buying Decision