

ABSTRACT

Green Product be a trend in many countries. The tendency of shifting consumer consumption patterns of consuming organic products to conventional products has become an interesting phenomenon today. Green product development in Indonesia is running slow although it has potential. This is evident from the increase in consumption patterns towards environmentally friendly products. This shift in the pattern of life has become the people's choice to fulfill a healthy lifestyle. In this study, the method used is simple linear regression. The population in this study were students Telkom university where samples were taken by 100 respondents. The results showed that the green product does not significantly influence purchasing decision it is caused by a lack of consumer knowledge about the product fragrance molto clothes once a rinse-friendly environment, the purchasing decision.

Keywords: green product, purchasing decision.