

## **ABSTRACT**

*Green Product become a trend in many countries. The tendency for a shift in consumer consumption patterns of consuming organic products to conventional products has become an interesting phenomenon today. Green product development in the city running slow even has potential. It is evident from the increase in consumption patterns towards environmentally friendly products. Shifting patterns of life has become the people's choice to suit a healthy lifestyle. The purpose of this study to determine how much influence the green product on product purchasing decisions Ades. In this research method used is simple linear regression. The population in this study is a community of Jakarta where samples taken as many as 400 respondents. The results showed that the green product significantly influence the purchase decision ie 25.4% this because Ades has provided a lot of information about its products as environmentally oriented products to customers or potential customers*

*Keywords: green product, a purchase decision.*