

ABSTRACT

Cosmetics growth in Indonesia is increasing from year to year, as evidenced by the many popping up company engaged in the field of cosmetics. With that, each of the companies vying to make innovations such as the one made of environmentally friendly products. With public awareness and industry will need to safeguard the environment, the green product is one solution to protect the environment and provide security guarantees to the consumer will be in use. To the authors conducted a study entitled " The Effect of the Green Product to Purchasing Decision Product Oriflame (A Case Study of Consumer Oriflamme In South Bandung District 2016). This research is descriptive research and verification as well as quantitative research methods. The result of research indicating that Green Product significantly influence purchasing decisions by 58.6% and the rest of 41.4% is influenced by other factors.

Keywords: Green Product, Purchase Decision, Oriflame