

ABSTRACT

This study is based on several issue of global warming that awareness and concern for the environment as well as competition of the industry in the world to creates innovative green product such as a cosmetic, one of the green cosmetic product is The Body Shop. Attributes is consumers basic to evaluate a product, therefore the purpose of this study was to determine the effect of product attributes toward purchasing decisions process The Body Shop Bandung. The attributes examined are brand, price, quality, design, packaging, and labeling.

Using descriptive and causal. Sample in this research were 400 consumers of the body shop Bandung, samples were taken by using incidental sampling method, and the data collected have been analyzed by using statistical techniques descriptive analysis and multiple regression and the hypothesis using the F test and t test.

The results of this research were as follows merk brand, price, quality, design, packaging, and labeling were significantly and simultantly affected on purchasing decisions as 54,2%, while 45.8% are influenced by other variables. Brand, price, quality, design, packaging, and labeling had significant affected patien satisfied partially.

Key words : Product Attributes, Purchase Decision Process, Green Product
