ABSTRACT

This research aimed to get how the role of green products (tissue tessa) for purchasing decisions in district Bandung and Bandung city. The variables in this research are green product (X) and purchasing decisions (Y).

The population of this research is consumer who are in the tissue tessa PT. Kerindo Graha Utama Bandung. The sample of this research was determined by Bernoulli with margin of error 10% amount 100 people. The data collect by providing a list of statements given to the 100 people who bought Tessa tissue. This research is a descriptive, whose main purpose is to describe the influence of the green product purchasing decisions.

This research using simple regression analysis to determine how the role of green products (tissue tessa) for purchasing decision. Results from this study is that the variable green product in good criteria of continuum line, amounted to 76.11% and the purchase decision in excellent criteria of continuum line, amounted to 82.85%. The amount of green product influence on purchasing decisions by 48.4%, while the remaining 51.6% is influenced by factors other than green product, such as promotions, price, word of mouth and more.

Keywords: green marketing, green product, and purchasing decisions.