

ABSTRACT

Pt .Pertamina (persero) is one of the big companies state-owned companies in indonesia .State companies are moving in oil .Pt .Pertamina (persero) is one of a company most influential to the economic growth indonesia country .Before issue of the fuel price type of pertalite , pertamina have market some kind of hike as premium , pertamax and pertamax plus .In the superiority of pertalite is pertalite are considered to be more cleaner than premium because it has research octant number (ron on the 88 contained in premium .Then the selling price pertalite who cheaper than pertamax in the ron 92 .Although has been sent its excellence , but not yet delivered result of the research official to know performance machine due to discharging pertalite .Testing was conducted on a vehicle motorcycle four measures with a system of automatic transmission under standard conditions with fuel pertalite compared with premium and pertamax

This research intend to know implementasi green product of the decision the purchase of customers pertalite at the university of telkom uses the quantitative by spreading data kuisisioner with an element of the independent variable (x) is green product and dependent variable (y) the resolution of the purchase.Technique analysis the data used was descriptive and linear regression simple.

Of the results obtained from the study (1) the implementation of green product pertalite on pt .Pertamina of 77,02 %; (2) the resolution the purchase of consumers pertalite on pt .Pertamina of 84,09 % and; (3) the influence of green product pertalite pt .Pertamina of the decision of the purchase of consumers as much as 45.7 % .

Keyword : Green Product and the Decision of the Purchase

