

## ABSTRACT

*Concern to consumer about the environment so real .This can be seen of the phenomenon green purchase behavior that have become a trend , especially in indonesia. The increasing percemaran to the environment triggering company to manage the into a material which having value.*

*This report is written with objective of knowing the how big green purchase behavior to consumer diapers .This research using teknik data collection in this study uses a questionnaire that given to 100 respondents in the greater bandung , this research use the model analysis , that is a factor analysis with a model confirmatory factor analysis.*

*Dimensions underlying green purchase behavior to research consisting from the social influence , environmental attitude , environmental concern , perceived seriousness of environmental problems , perceived environmental responsibility , perceived effectiveness of environmental behavior , concern for self-image in the environmental protection .The research , factor that influences to green purchase behavior on the consumer diapers is a factor perceived environmental responsibility with value of 0,949 where consumers the for memperhatakan the environment .While factors that the lowest berpengaruh terdapat social influence protection with loading factor 0,124.*

**Kata kunci :** *Green marketing, Green product, Green purchase behavior, CFA*