

ABSTRACT

The culinary industry in Indonesia growing especially in Bandung, the number of different types of restaurant offering a variety of cuisines, ranging from restaurant with meat-based menu, to the restaurant with Green Product. Kehidupan Tidak Pernah Berakhir (KTPB) restaurant is a vegan restaurant in Bandung who care about the environment. KTPB provide education to consumers about green product and healthy life patterns by consuming vegetables.

This research aims to know the role of green trust in improving green purchase behaviour. Quantitative research methods with types of descriptive against 100 respondents, namely consumer KTPB restaurant. Analysis of Simple Linear Regression were used. Data processing SPSS application 24.

The results showed green trust has role in increasing the green purchase behaviour of 0.131, meaning green trust has a role in increasing the green purchase behaviour of 13.1%, the rest $(100 - 13.1\%) = 86.9\%$ is affected by other factor not examined that presumably can increase green purchase behaviour.

Keywords : *Green Marketing, Green Trust, Green Purchase Behavior, Green Product.*