

ABSTRACT

The development of the culinary industry in Indonesia are increased and varied, it is marked by the start of many types of restaurants that provide a variety of culinary for consumer of green product. This phenomenon is accompanied with an awareness for the environment and consumer interest in healthy food. From the data examined by An Hang published by National Product America submitted that the cause of global warming and greenhouse gas effect in the world by 13% caused by the fuel use factor for motor vehicles, and 50-60% caused by methane gas, NO₂ and H₂S caused by animal feces on farms. Based on the observations of the National Aeronautics and Space Administration (NASA) in 2007 that the north pole has melted its ice by 70% and Amazone forest felled 75% to serve as a farm. (Results of interview with company management, 2017)

This study aims to determine the role of green perceived value in increasing green purchase behavior. This research uses quantitative method with descriptive research type to 100 respondents that is consumer of Restoran Kehidupan Tidak Pernah Berakhir. The analysis used in this research is simple linear regression analysis.

The results show that green perceived value has a role in increasing green purchase behavior of 0,547, wich mean that green perceived value has a role in increasing green purchase behavior by 54,7%. The rest (100 - 54.7%) = 45.3% is influenced by other factors that are not examined that would increase green purchase behavior.

Keywords: Green Perceived Value, Green Purchase Behavior.

