

ABSTRACT

Saw some big companies are now doing a lot of strategies to grow their sales and make products better known by the public, many companies are developing or home industry began motivated to follow the big companies by carrying out one of the strategies of Green Marketing equate with the mindset of today's society to the importance of maintaining and keeping environmental pollution.

This study aims to analyze Green Marketing significantly influence the purchase decision in CV.Vannisa Brownies Bandung. This research uses descriptive research with calculation description quantitative. The population in this research is the customer of CV.Vannisa Brownies in Bandung.

With the coefficient of determination demonstrated that the effect of Green Marketing to the Buying Decision in Bandung Brownies CV.Vannisa R-square of 18.4%, while the remaining 81,6% is influenced by other factors. Based on the results of research and discussion, the authors concluded that the effect of Green Marketing an effective impact on the purchase decision.

Keywords: Green Marketing, Purchasing Decision, Simple Regression Linier