

## **ABSTRACT**

*The current public awareness of the importance of maintaining the environment is very high, evident from the concerns of the public seeing the current natural damage caused by the human impact itself. This is a concern for marketers to create products that have a green or environmentally friendly value.*

*The objective of this research to analyze the influence of green values on purchase intention society in Bandung City, so company are expected not only create products that satisfy customers but also care about the impact on the environment.*

*Methods of data collection is done through the spread of questionnaires, researchers using respondents as many as 400 respondents who are domiciled in the city of Bandung. The data processing in this study using SmartPLS 2.0 software.*

*The results of data processing can be seen that the assessment of respondents to the variables Green consumption Values, Green Trust, Green Attitude and buying interest shows a high value, it can be indicated that the perception of respondents good on these variables. While based on the evaluation of the influence of variable Green consumption Values proved to have a positive and significant influence on Green Trust and Green Attitude. As for the variable Green Trust and Green Attitude proved to have a positive and significant influence on buying interest.*

*This research suggested for the company needs to create products can be used everyday, worth friendly environment so that people are accustomed to consume products that are environmentally friendly.*

*Keywords: green consumption values, green trust, green brand attitude, purchase intention*