

## ABSTRACT

*Problems of environmental damage and environmental pollution can have a negative impact on society. People began to worry about it so that change the mindset and consumption patterns of people in purchasing green products.*

*This study aims to determine customer subjective assessment of environmental protection program, environmental responsibility, social appeal, consumer experience, environmentally friendly company, health, sensory appeal and equality of relationship on customer purchasing decisions in Rumah Makan Kehidupan Tidak Pernah Berakhir Bandung.*

*The methodology in this study is a quantitative study involving 400 respondents as a sample. The way of data collection is done by spreading the questionnaire using five points scale likert. Data processing is done by using multiple linear regression.*

*Based on the results of data analysis found that the variables consisting of environmental responsibility, social appeal, consumer experience, environmentally friendly companies, health, sensory appeal have a significant positive effect on purchasing decisions. While the variables supporting environmental protection have no effect on purchasing decisions.*

*Based on the research, Rumah Makan Kehidupan Tidak Pernah Berakhir Bandung is expected to change the way food order from the buffet system to be made by order.*

*Keywords : supporting environmental, drive for environmental responsibility protection , green product experience ,social appeal, environmental friendliness of companies, social appeal , green product purchase decision.*