

ABSTRACT

Global warming is the process of increasing the average temperature of the atmosphere, the ocean, and the earth's land. The global average temperature on the earth's surface has increased by 0.74 ± 0.18 ° C (1.33 ± 0.32 ° F) over the last hundred years. One of the main causes of global warming is the rising carbon dioxide generated among others by industrial plant machinery and motor vehicles. Indonesia has the second largest car manufacturing industry in Southeast Asia and in the ASEAN region. Therefore, the Indonesian government is determined to turn Indonesia into a global production center for car manufacturers and wants to see major automobile manufacturers to establish factories in Indonesia. In the long term, the Government wants to transform Indonesia into an independent car manufacturing country that produces automobile units that are all manufactured in Indonesia. Low-Cost Green Car (LCGC) is a car included in LCGC that has the first requirements of energy-saving, second-price affordable, these three cars are low pollution levels and the fourth produced domestically into the basic concept. In 2017 that LCGC (Low Cost Green Car) is very high share of the national car market. Evident from the first quarter car sales in the segment is best. This study aims to determine the effect of Green Marketing Tool's Consumer Purchase Behavior of LCGC Car in Indonesia. by using descriptive analysis and multiple linear regression test, the respondents studied in this study amounted to 400 respondents using LCGC Car in Indonesia. The results showed that the Eco Label variable obtained a percentage of 71.7% with good category, Eco Brand got a percentage of 72.7% with good category and Environmental Advertising obtained 74.4% percentage with good category.

Keywords: *Green Marketing Tools, Consumer Purchase Behavior*