

ABSTRACT

This study aimed to find out how green purchasing behavior is different for male and female consumers at Work Coffee Bandung. This study is a quantitative study, with survey methods, with descriptive and comparative characteristics. The population of male and female consumers at Work Coffee Bandung is unknown precisely so the sample was determined with a formula of 100 respondents. The measurement scale in this study uses a Likert scale. The sampling technique used in this study is non-probability sampling using Purposive Sampling. Data collection was conducted through a questionnaire with locations in Bandung City. Data analysis techniques use descriptive analysis, normality, and different Independent Sample T-test.

The results show that green purchasing behavior among male consumers is in the good category and the female category is very good. And it shows that there is a significant difference between the green purchasing behavior of men and women at Work Coffee Bandung. With a mean for male consumers of 61.10 and female at 64.88. From the hypothesis test with the independent sample T-test results. The 2 tails obtained were 0.006 which is smaller than 0.05 then it can be concluded that there are significant differences between male and female consumers at Work Coffee Bandung.

Keywords: *Green marketing, gender, green purchasing behavior*