

ABSTRACT

Issues regarding the environmental problems in several cities in Indonesia have increased rapidly, especially in the city of Bandung. Some of these include water pollution from household waste. The world of beauty also produces more and more environmentally friendly materials, one of them is the product of Love Beauty and Planet owned by PT. Unilever Tbk. The purpose of this study was to determine the effect of green marketing tools on consumer buying decisions process simultaneously and partially with a study conducted on consumers of Love Beauty and Planet products in Bandung. With a total sample of 100 respondents, using a purposive sampling method. Data collection was done through an online questionnaire, with the data analysis technique used was multiple linear regression analysis. The results of this study indicate that green marketing tools consisting of eco-labels, eco-brands and environmental advertisements have a partial and simultaneous effect on consumer buying decisions. This shows that consumers realize the importance of using environmentally friendly products for environmental sustainability.

Keywords: *eco-label, eco-brand, environmental advertisement, consumer buying decision process.*