

ABSTRACT

This research starts from the discovery of problems in green purchasing decisions. The problem seen in this study is green purchasing decisions caused by green products and green advertising. This study aims to determine the effect of green product and green advertising on green purchasing decisions both partially and simultaneously on AQUA Bottled Drinking Water in Bandung City. The method used is descriptive and verification research method with the number of samples in this study were 97 respondents. The data collection techniques used are observation, interview, and questionnaire distribution. The data used is interval data by transforming ordinal data to intervals first using the method of successive interval variables (MSI). The analysis method used is multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing.

The results showed that there was a significant influence between green product and green advertising on green purchasing decisions. The magnitude of the influence of green product and green advertising on green purchasing decisions simultaneously amounted to 70.40% and the remaining 29.60% was influenced by other variables not examined. Partially green product has a significant effect on green purchasing decisions by 33.40% and green advertising has a significant effect on green purchasing decisions by 37.00%.

Keywords: Green Product, Green Advertising and Green Purchasing Decision