

ABSTRACT

This study aims to determine how much influence green promotion and green products have on word of mouth and their impact on purchasing decisions on green skincare products with a survey of consumers of Avoskin Generation Z products in Bandung City. The research method used is a descriptive and verifiative method, where research data is collected through the distribution of questionnaires with a sample of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis methods used are path analysis, multiple correlation, and coefficient of determination. The results showed that green promotion, green product, word of mouth have poor categories and there is a positive and significant influence between the influence of green promotion and green product on word of mouth and its impact on purchasing decisions both partially and simultaneously. Word of mouth can mediate the effect of green promotion and green products on purchase decisions.

Keywords: *Green Promotion, Green Product, Word of Mouth, and Purchase Decision*