

ABSTRACT

Disposable plastic waste is a major contributor to the accumulation of waste in Bandung City, with plastic ranked as the second largest type of waste. In response to this environmental issue, Tupperware has emerged as one of the brands offering environmentally friendly products. The main issue addressed in this study is the green purchase decision influenced by green price, green advertising, and green trust. This research aims to examine the effect of green price and green advertising on green trust and their implications for green purchase decision (a survey of Generation Z consumers of Tupperware in Bandung City), both partially and simultaneously. The method used is descriptive and verification research method with the number of samples in the study were 100 respondents. The data collection techniques used are observation, interview and questionnaire distribution.. The data analysis methods used are path analysis, coefficient of determination analysis, and hypothesis testing. The results show that in Structure I, green price and green advertising simultaneously affect green trust by 63.9% partially, green price affects green trust by 44.6%, and green advertising affects green trust by 19.3%. In Structure II, green trust influences green purchase decision by 74%.

Keywords: *Green Price, Green Advertising, Green Trust, and Green Purchase Decision*