

ABSTRACT

Consumer's environmental concerns are real. It can be seen from the phenomenon of green marketing that has become a trend, especially in Indonesia. The increasing environmental pollution triggered the company to process the waste into a material that has a use of value or has an utility. In addition, the company uses corporate social responsibility strategy to encourage consumers in real action to protecting the environment.

The purpose of this research is to determine how much influence the green products and corporate social responsibility to purchasing decisions. This research uses descriptive research design and verification with structural equation modeling calculations. The population in this research is the customer of Sawo Kecil in Jakarta.

Results of the research showed that green product has no effect or no relation to the purchasing decision it is due to lack of consumer knowledge about the product Sawo Kecil environmentally friendly. But corporate social responsibility to purchasing decisions have a significant relationship, it is because the program is routine held by Sawo Kecil.

Keywords: *Green Marketing, Green Product, Corporate Social Responsibility, Puurchasing Decision.*