

ABSTRACT

This study aims to determine the effect of Green Marketing on purchasing decisions on Nike products (Case Study on City Residents Bandung). Formulation of the problem in this research is how the Green Marketing influence purchasing decisions Nike. Data obtained by spreading questionnaires to respondents who use Nike products in Singapore with a total sample of 100 respondents. The purpose of this study to examine and analyze the effect of Green Marketing on purchase decisions of consumers Nike. The method used is descriptive method, using quantitative research data. Testers also use variable X namely Green Marketing and Y is buying decision. From this study showed that Green Marketing significantly affect the purchase decision with a percentage of 18.6% and the remaining 81.4% influenced by other factors.

Keywords: Green Marketing, Purchasing Decisions