ABSTRACT

The population growth in Indonesia is increasing, especially in Bandung amounted to 2,483,977. It is inversely proportional to the increasing number of needs, especially on the demand for vehicles as a means of public transport. Very rapid growth of vehicles, both two wheels and four wheels. Increasing the number of vehicles that have an effect on consumption of fuel oil (BBM) is also increasing. This phenomenon makes fuel as one of the important need for people who can not be abandoned. The Government of Indonesia is one of them through Pertamina has provided two alternative options for the use of fuel, which is subsidized and non-subsidized. Pertamax is the mainstay Pertamina fuel. Pertamax, as well as Premium, is the product of fuel from petroleum processing. Pertamax generated by the addition of additives in the treatment process at the refinery. Using simple linear regression analysis to predict the causal one independent variable with one dependent variable. Results Descriptive influence Green Product (petamax) amounted to 80.32%. included in the high category and descriptive results of Interests Buy is 81.40% included in the category of extremely high. The results of the study of the data processing simple regression Green Product (pertamax) and buying interest above it can be concluded that the Green Product (pertamax) influence on Interest Buy with effect as 33.2%, while the remaining 66.8% (100% -33.2%) Interest Buy influenced by other factors not examined by researchers such as events held by pertamax

Keywords : *Green Product, Green Marketing, Buying Interest*.