

ABSTRACT

This study was conducted to determine the effect of green marketing mix on purchasing decisions in choosing electronic products. The purpose of this research is to know how the implementation of green marketing mix consisting of 4P (green product, green price, green promotion, green place) on AC Panasonic products, how to purchase Panasonic AC product, how big influence of green marketing mix consisting of 4P (green product, green price, green promotion, green place) on the decision to purchase Panasonic AC.

The method used is quantitative with descriptive data analysis and causality, and using multiple regression analysis, respondents studied in this study amounted to 100 people ie Panasonic AC users in the city of Bandung so using incidental sampling technique.

Research results show that based on variables that are measured simultaneously produce that the implementation of green marketing mix that consisted of green green product, price, promotion and place green green effect significantly to a variable is bound (the purchase decision). While the variables measured partially there are four variables that have an influence on purchasing decisions, namely green green product, price, place and promotion of green green. The magnitude of the influence of green marketing mix towards purchasing decisions have an influence of 41.7%.

The conclusion of this study, the responses of the respondents against the green marketing mix variables as a whole continuum on the line is included in the category of "good". With the level of percentage of 79.55% which means the respondent argued that the implementation of green marketing mix done by AC Panasonic is already good, but green indicator promotion do not affect significantly partially against the decision the purchase because of the lack of socialization which Panasonic AC products this is a new product, thus should have been more about his new product is introduced again.

Keywords: Green Marketing, Purchase Decision, Multiple Regression Analysis