Abstract

This research was conducted to find out how big the influence of green product, green price, green place, and green promotion on post-purchase behavior of bottled drinking water consumers in Bandung regency and the surrounding area. In this research we use sampling with Bernoulli formula and use margin of error equal to 10% and get the number of respondents counted 100 respondents. Data collection was done by distributing questionnaires to the respondents who are consumers of bottled drinking water. In Questionnaire there are statements related to each variable studied in this research. This type of research is descriptive and causal. Where in this research the results of the data will be described on the influence of green product, green price, green place, and green promotion on post-purchase behavior of bottled water consumers, then explain the relationship between the two variables. And use multiple linear regression because it uses variable X more than one. The result of green product research obtained 66,95% percentage, green price equal to 71,25%, green place 69,35%, green promotion 69,2% and behavior of pascapembelian consumer equal to 69,8%. And the influence of green product, green price, green place, and green promotion on post-purchase behavior of bottled water consumers is 55.1% and the remaining 44.9% is influenced by other variables.