

ABSTRACT

This research was conducted to determine the effect of Green Product and Green Price on the purchasing decisions of Generation Z in The Body Shop Bandung. This research uses descriptive and causal method with a quantitative approach. The sampling technique in this study is purposive sampling with a total of 140 respondents, namely Generation Z consumers of The Body Shop Bandung. The data analysis techniques used are descriptive analysis and multiple linear regression. Data processing using IBM SPSS software application version 27.

Based on the results of the study, that green product and green price have a significant influence on purchasing decisions, both partially and simultaneously. This is proven by the F test method by having a calculated f value (155.604) > table f value (3.06) and the significance level of $0.000 < 0.05$. The coefficient of determination showed that the green product and green price effect of 69.4%.

Keywords: *Green Product, Green Price, Purchase Decision.*