ABSTRACT

"The Influence Of Implementation Green Marketing Concept And Customer's Attitude To Purchase Decision At The Body Shop Bandung Indah Plaza Branch"

By : Tia Suwantari

Advisor : Dr. Raeny Dwisanty. SE., M.Si.

The business competition is getting tougher now requires every company to always compete in attracting consumers. Entrepreneurs as producers have to compete to find the factors that can influence consumer decisions in choosing a product and develop appropriate marketing strategies that can dominate an existing market.

The study aims to know The Influence Of Implementation Green Marketing Concept And Customer's Attitude To Purchase Decision At The Body Shop Bandung Indah Plaza Branch. The method used in this research is surveying that is by using a questionnaire. The population of this research is the customer cosmetics companies The Body Shop in Bandung Indah Plaza, with a sample of 100 respondents.

The results showed that the concept of green marketing and consumer attitudes to simultaneously deliver a variable influence on purchase decisions of 11.4%. While partially showed that green marketing concepts significantly influence purchasing decisions and consumer attitudes significantly influence the purchase decision. This means that the concept of green marketing and consumer's attitude can increase the purchasing decisions of The Body Shop branch of Bandung Indah Plaza.

Key Words: Green Marketing Concept, Consumer's attitude, Purchase Decision