

## **ABSTRACT**

*PT Pertamina produces Peralite fuel which is considered environmentally friendly and has good quality in the hope that it can be in line with the increase of motor vehicle production which has minimum specification using high quality fuel oil. The sales volume of Peralite fuels showed significant sales increase of 40.6% of the total fuel. This product has environmental benefits, with environmental costs or environmental impacts that are not as large as non-environmentally friendly products, bringing good environmental and corporate benefits.*

*The purpose of this study was to find out how the consumer response about factors influencing purchasing decision of green product of Peralite gasoline in Bandung and to know how big influence of these factors to purchase decision.*

*The research method used is quantitative method. The data was collected through questionnaires to 400 respondents who are Peralite fuel consumers. Data analysis technique used descriptive analysis and classical assumption test and multiple linear regression analysis using SPSS v21 Software.*

*Based on the results of data processing, the variable Environmental Protection Supporting has a positive and significant effect on purchasing decisions, with the greatest influence on purchasing decisions, the second Social Appeal variable, the third variable Drive for Environmental responsibility and the fourth Environmental Friendliness of Companies has a positive and significant effect on buying decision. This research produces R2 value of 55.3% which means that this model can be used to measure purchasing decisions.*

**Keywords: Marketing, Green Marketing, Green Product, Environment, Purchase Decision**