

## ***ABSTRACT***

The problem of plastic waste in Indonesia is again in the public spotlight. Seeing the development of the problem of plastic waste, the government has indeed had to speed up the improvement of its management system. The use of a lot of plastic causes plastic waste to be thrown into landfills to multiply and have a negative impact on the environment. Smart companies will view environmental issues as opportunities to satisfy the needs and desires of consumers. Companies will apply environmental issues in the marketing activities they carry out, giving rise to new phenomena in the marketing world in the form of the concept of green marketing. This study aims to determine whether the green marketing strategy implemented by PT Greeneration Indonesia is running effectively, as well as knowing the role of the Green Brand in the Decision of Purchasing Bag Bagoes of PT Greeneration Indonesia of Bandung City. The main instrument of data collection is a questionnaire measured on a Likert scale. The number of respondents in this study was 100 respondents. The research method used is a quantitative method with descriptive research type, as well as data analysis techniques using simple linear regression analysis. The results of this study have shown that the Green Brand variable is in a very good category with a score of 83.64% and the Purchasing Decision Variable is in a very good category of 84.94%. The influence of the independent variables studied was 0.060 or 60.6%, this shows that Green Brand influences the purchase decision of PT Greeneration Indonesia's bag bag products. While the remaining 39.4% is influenced by other variables not examined.

***Keywords: Green Brand, Purchasing Decisions, Simple Linear Regression Analysis, Quantitative Methods.***