

*THE INFLUENCE OF GREEN ADVERTISING MOLTO ULTRA SEKALI BILAS
TOWARDS PURCHASE DECISION TO HOUSEWIFE IN PANGAUBAN
VILLAGE KATAPANG BANDUNG*

ABSTRACT

Research titled The Influence Of Green Advertising Molto Ultra Sekali Bilas Towards Purchase Decision To Housewife In Pangauban Village Katapang Bandung talk about the importance of clean water for daily life. Products Molto Ultra Sekali Bilas present as a solution to efficient use of water. The subject in this research is housewife in Pangauban Village because they care about the environment. The purpose of this study to determine the influence of green advertising towards purchase decision to housewife in Pangauban Village Katapang Bandung.

This research uses the quantitative of the kind of research causal. The population research are the house-wife in Pangauban Village a total of 98 people. Sampling technique used is purposive sampling, with data analysis technique linear regression simple.

The research results show that an attitude toward an green advertising simultaneously significant of the decision the purchase with regression value of 0.290 means that green advertising influencing decision purchase for 29% of the remaining 71% influenced by other variables not studied.

Keywords: green advertising, decision purchase, Molto Ultra Sekali Bilas