

## ABSTRACT

On the development of the current existence of components of the vehicle if it is capable of in the supply by the manufacturer in the country will greatly help reduce the production cost of cars in the country. But if in the way his production doesn't find the right manufacturer is of course the component can be supplied from foreign manufacturers to domestic producers can meet the needs of the components independently. Indonesia is one of the fastest growing car market the majority of car buyers are its primary first. This is one reason why the entry-level hatchback or more known as cars become saleable LCGC hard. The producers too have been flooding into this segment with adalannya products, call it Toyota Agya, Daihatsu Ayla, Wagon R, Suzuki Karimun and utterly one new player namely Datsun Go panca hatchback it looks with increasingly diverse manifold types and brands of cars in Indonesia so as to make the consumer must be selective in making a purchase. The emergence of the regulation of the Minister of industry (Permenperin) No. 33/M-IND/PER/7/2013 regarding the development of the production of four-wheeled motor vehicle that is energy efficient and affordable prices make the manufacturer started producing cars with cheap prices and friendly environment in accordance with the conditions set out. The price of cheap and environmentally friendly for that matter is not the only success being the sale of a product but the satisfaction that can affect purchasing decisions

(Rahmat Hidayat, 2016)

Keywords: Green Marketing and purchasing decisions