

## ABSTRACT

*With the development of the present era consumers begin to participate in environmental considerations and make producers must follow the desire of consumers in producing and marketing environmentally friendly products through programs such as CSR that care about the environment, but this cannot be maximized. Not a few companies that follow the trend of green industry by providing value and more confidence to consumers so as to compete to get consumer buying interest, but the price is more expensive, consumers who do not understand and less care about the environment is a challenge that must be faced in creating value Green marketing.*

*IKEA as one of the companies that use green marketing has ever-increasing sales, raising the issue of ever-increasing revenue every year because it is influenced by a good green marketing strategy. So this research has purpose to know green marketing factors that is buying attitude, perception of green value, trust and knowledge to buying interest to IKEA customer.*

*The research method used is quantitative method, based on the type of analysis used in this research is descriptive, in the process of data processing researcher use descriptive test to analyze dat. The sample used in this study amounted to 400 people in IKEA customers Jabodetabek area and Bandung.*

*Data collection is done through the spread of questionnaires using google form to customers IKEA Jabodetabek area and Bandung. Data processing to find validity, reliability, descriptive test and multiple linear regression test the researcher use SPSS ver 22.*

*The result of this research is in the form of responses of respondents to the factors - factors on green marketing that can be categorized both on each variable, and also the responses of respondents to buying interest included in good category. And the results of the influence of green marketing factors on buying interest proved to have a positive and significant effect on partial and simultaneous buying interest.*

**Keywords:** *Green Marketing; Buying Interest; IKEA; Regression*