

ABSTRACT

Cosmetics growth in Indonesia has increased each year, as evidenced by the many emerging companies engaged in the field of cosmetics. Seeing this, each company vying to make innovations such as the one made green product. With the public and industry awareness of the need to safeguard the environment, the green product is one of the solutions to safeguard the environment and provide assurance to consumers will be security in its use. The purpose of this study was to determine how the application Sariayu green product, to determine purchasing decisions on products Sariayu, and to determine how much influence the green product on consumer purchasing decisions.

This research is descriptive and verification research and quantitative research methods. By using a non-probability sampling techniques and using purposive sampling. Methods of data collection using the questionnaire. Analysis of the data used is simple linear regression analysis.

The results showed that Green Product significantly influence the purchasing decisions of 0.103, meaning that green product influence purchasing decisions by 10.3%, the remaining 89.7% is influenced by other variables not examined.

KeywVords: *green product, purchasing decisions, Sariayu*