

ABSTRACT

The development of the textile industry in Indonesia is growing from year to year. The negative thing that arises from the development of the textile industry is that the large amount of textile waste produced can pollute the environment, such as rag waste. Yuridi Craft is a patchwork craftsman shop whose sales have decreased after the corona pandemic. After seeing this phenomenon, Yuridi Craft utilized patchwork textile waste to make green products so that it could influence customer attitudes towards product purchasing decisions so that sales could increase again. The products produced include bags, wallets and many more. The aim of this research is to find out how attitudes towards green products influence decisions to purchase Yuridi Craft products in the city of Bandung. This research is a quantitative descriptive research that uses Non Probability Sampling with a total of 100 respondents for sampling. The data analysis techniques used are descriptive analysis, simple linear regression test, F test, and T test as hypothesis testing. The results of the research show that attitudes towards green products and purchasing decisions for Yuridi Craft are very good, so the influence of customer attitudes towards green products on purchasing decisions from the R Square results is 49.5% and the other 50.5% is influenced by other variables that are not be researched.

Keywords: Green Product, Attitude, Purchase Decision