

## ABSTRACT

*This purpose of this study is to analyze and determine whether environmental concern variables and variable Product attribute has an influence on purchasing decisions of products the body shop in Palembang. The population is in the city of Palembang people who've bought the product and ever use a the body shop products in a timeframe of 3 months and atleast aged 17 years old. Data analysis technique used is multiple linear regression analysis to determine the effect of variable environmental concern and variable Product attribute towards decision of purchasing proses a product of the body shop in Palembang. The results obtained showed that consumers variable environmental concern does not significantly influence the purchasing decisions of products the body shop, while the product attribute variables significantly influence the purchasing decisions proses of products the body shop*

*Keywords : environmental concern, product attribute, purchasing decision proses product of the body shop.*