

ABTSRACT

This study aims to determine whether the variable green design to have an influence on the purchasing decisions of consumers who use computer portable Asus in Palembang. The population in this study are students who already buy and use computer portable Asus. The sample was students in Palembang and already buy and use computer portable Asus. Samples numbered 100 respondents. The sampling technique used was purposive sampling. With analysis tools using validity, reliability test, the classic assumption test, hypothesis testing using the simple linear regression and T test. Based on the adjusted R square value 46% showed that all independent variable's green design impact on the dependent variable purchasing decision product computer portable Asus value 46% , while the remaining 54% is influenced by other variables not examined in this study.

Keywords: Green design, Purchasing decision