

ABSTRACT

This study aimed to analyze the Influence of green products and advertising on process purchasing decisions Philips LED lights in the city of Palembang. This research was conducted on consumers who buy Philips LED lights in the city of Palembang by distributing questionnaires to the respondents. The amount of data that can be processed by 100 respondents using SPSS version 17.0. Analysis techniques used in this study consisted of validity, reliability test, descriptive analysis of respondents, the test characteristics of respondents, test the classical assumption of normality test, heteroscedasticity, multicollinearity test, and multiple linear regression analysis were consists of the correlation coefficient, t test, and test F. The results of this study indicate that the influence of variable green products and green advertising to variable purchase decision.

keywords: Green products, advertising and the purchase decision process.