

ABSTRACT

The main objective of this study are to determine the effect of drive for environmental responsibility and supporting environmental protection on tupperware purchasing decision in Palembang. The respondents were 100 tupperware shoppers who were selected by purposive sampling. The data were analyzed by multiple regression analysis method. The result of analysis indicates that drive for environmental responsibility has positive and significant effect on tupperware purchasing desicion in Palembang ($0.000 < 0.05$). Supporting environmental protection has positive and significant effect on Tupperware purchasing decision($0.000 < 0.05$)

Keywords: *drive for environmental responsibility, supporting environmental protection and purchasing decision*