

ABSTRACT

This study aimed to determine the effect of green marketing involve green perceive risk (X_1) , green perceive trust (X_2), green brand image (X_3), green awareness (X_4) and green advertisement (X_5) on buying intention green car Toyota Agya in Palembang. The population of this study are Palembang society who has job and intention to buy green car Toyota Agya. This type of research is field study with purposive sampling. Data collection technique is questionnaire were given to 100 respondents. Data analysis technique used multiple regression analysis. The result of this study show that: 1) green perceive risk (X_1) has significantly negative effect to green purchase intentions , 2) green perceive trust (X_2) has significantly positive effect to green purchase intentions, 3) green brand image (X_3) has unsignificantly positive effect to green purchase intentions, 4) green awareness (X_4) has significantly positive effect to green purchase intentions and 5) green advertisiment has significantly positive effect to green purchase intentions.

Keyword: Green Car, Green Marketing, Buying Intention