

ABSTRACT

This study aims to determine whether the variable of Green Product and Green Brand has an influence on process purchasing decisions product AC Panasonic Inverter in Palembang. The population in this study are all consumers who buying and use AC Panasonic Inverter in Palembang. The sample in this study were 100 respondents. Data analysis technique used is the test of validity, reliability test, classic assumptiontest (test for normality, multicollinearity, and heteroscedasticity), multiple linearregression, t-test, F, and the coefficient of determination. The results obtained found that the green product and green brand partially influence on purchase decisions product AC Panasonic Inverter in Palembang.

Keywords: *green product, green brand, process purchasing decisions*