

***THE INFLUENCE OF GREEN PRODUCTS, GREEN PRICE AND GREEN  
PLACE ON THE DECISION TO PURCHASE FORE COFFEE TAMAN  
GALAXY BEKASI.***

**ABSTRACT**

The aim of this research is to analyze the influence of green product, green price and green place on purchasing decisions for Fore Coffee Taman Galaxy Bekasi, both partially and simultaneously.

The data collection method used in this research is primary data and a questionnaire. The population in this study is based on respondents who are at least 17 years old and have purchased Fore Coffee Taman Galaxy. The sample in this study was 100 respondents. The sample collection method uses non-probability with purposive sampling technique. The test stages carried out were validity test, reliability test, normality, multicollinearity test, heteroscedasticity test, multiple linear regression, partial test (t test), simultaneous test (f test) and coefficient of determination test. The testing tool used is SPSS ver. 25.

The results of this research show that the green price variable partially has no influence on purchasing decisions, the green product and green place variables partially influence purchasing decisions while the green product, green price and green place variables simultaneously influence purchasing decisions.

**Keywords:** *Green Product, Green Price, Green Place.*

(xv + 73 + Appendix)

*Bibliography (2014-2024)*