ABSTRACT

Since few las decades awareness of world society for the importance of environment growing mounts, this improvement is triggered by existence of big issue the happening of sinister environment disaster, not only health, nevertheless even come up with human viability and clan. Existence of consumer awareness of its rights to get competent product, safe and environmentally friendly product (environment friendly) that gain strength, then company applies environment issues as one of marketing strategy or that already we know as green marketing. This condition also in accordance to the increasing of attention at environment issues by maker of public regulation can be see as other indication that environment awareness is potential area as business strategy. The research problem's are existence of research gap concerning green marketing strategy representing potential strategy as business strategy and have been used as marketing strategy axis. The objective of this research is to analyze effect of green marketing strategy to customer choice of Jakarta Body Shop cosmetic company.

Collecting method in this research is using questionnaire. Population in this research is customer of Body Shop cosmetic company in Jakarta, sample amounting to 120 people. Sample that used in this research is census method wearing all population member as research sample. Hypothesis examination in this research by multivariate using logistics regression. Logistics regression used in this research because free variable combination between metric and nominal (non metric).

Analysis result indicate that price, product, place and gender variable have an effect to customer choice, while promotion, age, knowledge and salary variable have not effect to customer choice. The main implication are The Body Shop should improve the quality to balance premium price and make women as main market target.

Keyword: price, product, demography characteristic, place, promotion, customer choice