

## **ABSTRACT**

*This study aims to analyze the factors that influence consumer's purchasing decisions. The elements that considered can influence purchasing decisions are green product, green price, green promotion, and consumers' environmental awareness. Respondents from this study are the consumers of lipstick product from Sariayu Martha Tilaar and currently domiciled in Semarang.*

*This research is an explanatory research with a sample of 100 respondents who use and had bought Sariayu lipstick in Semarang by way of purposive sampling. Data was collected through a questionnaire with closed and open questions using a Likert scale measurement. The method of analysis uses correlation and multiple regression using SPSS.*

*The result of this study found out that green product, green price, and green promotion impact purchasing decisions positively and significantly. This has the meaning, when the independent variables increases, the purchasing decision of Sariayu lipstick in Semarang increases significantly. Whereas the variable consumers' environmental awareness affect purchasing decisions positively but not significantly. This is inversely proportional with the previous statement, when consumers' environmental awareness increases does not significantly influence consumer purchasing decisions. This study concludes that green product, green price, green promotion, and consumers' environmental awareness influence on purchasing decisions, either partially or simultaneously.*

***Keyword: green product, green price, green promotion, consumers' environmental awareness, and purchasing decisions***