

## **ABSTRACT**

### **ANALYSIS OF GENDER DIFFERENCES ON PURCHASE DECISION ENVIRONMENT FRIENDLY (Studies in Social and Political Science Students UNILA the Packaged Drinking Water Consuming ADES)**

**By**

**AYU SUNARTI**

The purpose of this research is to know the difference between the commitment of men and women as well as to find out the orientation of the individual, environmental awareness, knowledge ecological, intention to buy green, sell green products behavior better among men and women of distinction environment-friendly. Data were analyzed using methods of test validity, reliability, and hypothesis testing. The results of this study showed that there was no significant difference in overall commitment between men and women just that there are differences in commitment to variable environmental awareness, it is based on the significant value on the table Independent Samples T Test, ie  $0.000 < 0.005$  results are not overly affect because a little different or the same can be said.

**Keyword :** *Gender, Environment friendly commitment, Validity Test Methods, Reliability, Testing Hypothesis.*