

## **ABSTRACT**

*Green products are environmentally sound products, designed and processed in a way to reduce the effects that may pollute the environment, whether in production, distribution and consumption. This study was conducted to determine the effect of green brand knowledge mediated attitudes toward the green brand affect the intention to buy green products Twin Tulipware. The purpose of this research is to know and analyze how the green brand knowledge, how the attitude toward the green brand, how the intention to buy green products, the amount of influence knowledge and green attitude to purchase intention of green products Twin Tulipware directly and indirectly. The researcher uses three research variables, namely the variables used as independent variables, and the variables used as the dependent variable. The research method used in this research is a quantitative. Sampling was done by non-probability sampling method with accidental sampling type, with 100 respondents, knowing and using Twin Tulipware product. The data were collected by using questionnaires. The results showed the direct effect of green brand knowledge on the intention to buy green products was 49.5% and indirect influence through the attitude towards the green brand was 21%. So that the total effect of Green brand Knowledge on the intention to buy green products through the attitude of the green brand is 70.5%. Knowledge and attitude have a  $R^2$  (R Square) value of 56.6% of the intention to buy green products.*

*Keywords: Green Brand Knowledge, Attitude Toward Green brand, Green Product Purchase Intention, Twin Tulipware*