

ABSTRACT

Environmental issues are getting worse and worse. Indonesia is the second country to dispose of the largest marine waste in the world because the level of knowledge of the community regarding environmental impacts is still low. This study aims to determine how much influence the green brand on purchase intention mediated by green knowledge in Nestlé Indonesia Company.

The variables used in this study are green brand, green knowledge, and purchase intention. The green brand dimensions were used from the research of Norazh Mohd Suki (2016), namely the quality and price of green brands, communication green campaign, green brands according to the wants and needs, and the superiority of green brands that consumers felt. Furthermore, the green knowledge dimensions are also obtained from Norazh Mohd Suki (2016), namely green brand knowledge, consumer expectations about green brands on the environment, and consumer positive attitudes towards green brands. Meanwhile the dimensions of purchase intention are taken from the theory of Ferdinand (2013), namely transactional interests, referential interests, preferential interests, and explorative interests.

The research method used is a quantitative method with the type of research used is descriptive verification, the measurement scale used is the Likert scale. The study population was all consumers of Nestlé Indonesia at Bandung City with a sample of 400 respondents. The sampling technique used in this study was nonprobability sampling. The data analysis method used in this study is Structural Equation Modeling (SEM) and data processing by using SmartPLS.

Based on the results of the hypothesis green brand of green knowledge has a value of 13,482 > t_{α} value of 1.649. It means that green brand variables have a positive and significant effect on green knowledge, and green brand on purchase intention has a value of 12,716 > t_{α} 1.649 it means that green brand have a positive and significant effect on purchase intention, while green knowledge on purchase intention shows a value of 6,853 > t_{α} value of 1,649 which means that green knowledge have a positive and significant effect on purchase intention. After that, green brand variables has a value of 6,286 > t_{α} value of 1,649, it means that green brand has a positive and significant effect on purchase intention that mediated by green knowledge.

Based on the results of the study it can be concluded that the green brand in the good category, green knowledge in pretty good categories, purchase intention in the good categories, and the results of SEM analysis that the influence of green brand and green knowledge have a significant influence on purchase intention.

Keywords : Environmental issues, Green Brand, Green Knowledge, Purchase Intention