

ABSTRACT

This research was conducted to determine and analyze whether there is an influence of environmentally friendly messages in Work Coffee on consumer behavior to care for the environment and how much influence. This research uses quantitative methods to analyze the data obtained. This research uses message theory and theory of planned behavior. To determine the sample, this study uses probability sampling technique, the number of samples studied is 100 respondents who are Work Coffee consumers who have or frequently visited Work Coffee. The data analysis technique used in this study is simple linear regression analysis. According to the results of the study, there is a correlation between the X variable against the Y variable of 0.665 and the coefficient of determination (R square) of 0.442 or 44.2%, which means that the variable X affects the Y variable by 44.2% and the remaining 55.8% is influenced by other factors not examined in this study.

Keywords: *messages of environmentally friendly, consumer behavior, Theory of Planned Behavior (TPB)*