

ABSTRACT

The times and modernization of technology in various sectors have experienced rapid growth, one of which is to produce various types and models of equipment needed by humans. The raw materials widely used for the manufacture of this equipment are dominated by plastic base materials. However, the use of plastic that does not meet the requirements will cause various health problems. Therefore, there are 7 plastic symbols as information as well as knowledge in protecting individual health. The purpose of this study is to assess the influence of public knowledge related to symbols on plastic packaging on consumption behavior and measure the magnitude of the influence of knowledge related to symbols on plastic packaging on the consumption behavior of students in the Bandung area as a population. The research method used is quantitative with a descriptive approach so that data can be summarized and the relationship between variables can be understood. Based on the results of descriptive analysis, it shows that knowledge is included in the good category, attitude is included in the very good category, and consumption behavior is included in the good category. Based on the results of the hypothesis, it shows that there is a significant effect directly from the knowledge variable to the attitude variable. There is also a direct significant effect of the attitude variable on the consumption behavior variable. Furthermore, there is a significant effect directly from the knowledge variable to the consumption behavior variable. And there is an indirect significant effect from the knowledge variable to the consumption behavior variable through the attitude variable.

Keywords: Knowledge, Symbol, Plastic, Attitude, Consumption Behavior.