

ABSTRACT

This study aims to examine the influence of green marketing and environmental knowledge towards attitude and its impact on purchase intention consumer non-member Tupperware in Bandung. This research use quantitative method. Data obtained through questionnaires that been distributed to 100 respondents with Nonprobability sampling by incidental sampling type. Hypothesis testing was performed using SEM analysis based on Partial Least Square.

The result shows that green marketing and environmental knowledge have significant effect on purchase intention; Green marketing have no significant impact on attitudes; Environmental knowledge have significant on attitudes. Attitudes have positive and significant effect on buying interest; More important, attitude is found to have a patial mediation effect on relationship between environmental knowledge and purchase intention. On other hand, Green marketing does not predict attitude, thus attitude found to have no mediating effect on the relationship between green marketing and purchase intention.

Key Word: Green Marketing, Environmental Knowledge, Attitude, Struqtural Equation Modelling, Partial Least Square.