## **ABSTRACT**

Environmental problems that occur in the city of Bandung is a growing waste. One of them styrofoam waste that reaches 27 tons per month. Related to this the government issued a regulation prohibiting the use of styrofoam to reduce the amount of styrofoam waste in the city of Bandung. It shows the low self-control and awareness of the environment, it is necessary to conduct research on self monitoring, consumer guilt and perceived consumer effectiveness. This research is about the consumer's guilt, self-control, consumer confidence affect the intention of buying green products. The purpose of this study is to determine whether consumer guilt, self monitoring, perceived consumer effectiveness effect on green purchase intention. The method used in this study using Structural Equation Modeling (SEM) to see the relationship between variables, with the help of SmartPLS 2.0 software. The population in this study is the citizens of Bandung who know the prohibition of using styrofoam with a sample of 400 respondents. The sampling technique was conducted using non-probability sampling with purposive sampling technique.

Based on the results of data processing, consumer guilt results have a positive but not significant effect on green purchase intention. And perceived consumer effectiveness has the greatest influence on green purchase intention.

Based on the results of the research, to increase the green purchase intention, the government is advised to conduct a pro-environment program can be socialization about the impact of using styrofoam and promoting the product of Styrofoam substitute

Keywords: Consumer Guilt, Self Monitoring, Perceived Consumer Effectiveness, Green Purchase Intention