

ABSTRACT

Global warming has a very terrible impact on life on earth both now and in the future, even global warming can threaten the lives of the younger generation. Environmental damage that occurs is caused by various factors, one of which is environmental pollution caused by conventional factory activities and also waste produced by conventional factories that are not processed properly so that they can pollute the environment.

Therefore, currently many green companies are starting to emerge and are competing to provide green products. The company is trying to introduce environmentally friendly products and provide more benefits to the environment. One company that provides a variety of green products is Toko Organic Bandung. The purpose of this research is to determine the effect of Environmental Knowledge through Environmental Attitude on Green Purchase Intention at Organic Stores Bandung.

The method used in this study is a quantitative method, the data needed are primary and secondary data with data collection techniques through interviews, questionnaires, observations, and literature studies. Sampling was carried out using the Nonprobability Sampling method, with the type of purposive sampling involving 100 respondents. The data analysis technique used descriptive analysis, as well as path analysis. The direct effect of the environmental knowledge variable (X) on the green purchase intention variable (Y) is 78.1%. The direct effect of the environmental knowledge (X) variable on the environmental attitude (Z) variable is 45.2%. The direct effect of the green purchase intention (Y) on the environmental attitude (Z) variable is 50.9%. The indirect (simultaneous) effect of environmental knowledge (X) on green purchase intention (Z) through environmental attitude (Y) is 84.9%. The application of Environmental Knowledge, Environmental Attitude, and Green Purchase Intention at the Praganic Store in Bandung has entered the good category.

Keywords: Environmental Knowledge, Environmental Attitude, Green Purchase Intention.