

ABSTRACT

Human behavior towards the environment is increasingly worrying. Various environmental problems began to be felt by the Indonesian people and increased their awareness of environmental problems. Various environmentally friendly movements began to affect many sectors in Indonesia, such as government, business, consumers, researchers, and others. This has brought about a change in people's attitudes and behavior in terms of being environmentally friendly. For example, some Indonesian consumers are starting to consider the environmental impact of purchasing green products. However, on the other hand, a data found that there is still a gap between awareness and environmentally friendly behavior.

This study aims to explain the effect of environmental awareness with green purchase behavior which is boosted by the green product quality. The variables of attitude towards environmental issues, attitudes towards eco-social benefits, and green product information were also used in this study. Data was collected by distributing questionnaires to 388 Millennials and Generation Z respondents in West Java. The data analysis technique used is SEM-PLS through SmartPLS 3.0 software.

The results showed that environmental awareness affects green purchase behavior with the support of attitudes towards environmental issues and also a booster of the green product quality. However, environmental awareness does not succeed in influencing green purchase behavior if it is through attitudes towards eco-social benefits or with a booster from green product quality. Then, green product information does not directly affect green purchase behavior, but is successful if there is a booster from the green product quality.

Keywords: *Eco-Social Benefit Attitude, Environmental Awareness, Environmentally Friendly, Green Product Quality, Purchasing Behavior*