ABSTRACT

In Indonesia, the production of plastic waste reaches 64 million tons per year. Of all the waste that is not managed properly, most of it is dumped into rivers and ends up in the sea. This is proven by the type of waste that is most commonly found in the oceans of Indonesia, which is about 35% of the total waste in the Indonesian seas is plastic waste with a total of 2 million tons of plastic waste. It is estimated that there will be around 2600 million metric tons of plastic waste in the world. If this is allowed, it can threaten the survival of living things and the environment. One company that wants to reduce the problem of plastic waste is Unilever by creating environmentally friendly products, namely Love, Beauty and Planet. This study aims to determine the influence between green product quality and green brand image on green purchase intention mediated by environmental attitude.

The method used is a quantitative method with purposive sampling type. The sample in this research is 400 respondents who are purchased and used Love, Beauty and Planet products. The data analysis technique using descriptive analysis and Structural Equation Modelling Partial Least Square (SEM-PLS).

The results of this study shows that Green Product Quality, Green Brand Image, and Environmental Attitude has a significant influence on Green Purchase Intention. The Environmental Attitude variable as a mediator has a significant influence in mediating the relationship between Green Product Quality and Green Brand Image on Green Purchase Intention.

Key Words: Green Product Quality, Green Brand Image, Green Purchase Intention, Environmental Attitude, Love Beauty and Planet