

## ABSTRACT

*One of the environmental problems that were occurring today are caused by the large number of products that are not environmentally friendly which are consumed in massive quantities by the public also production practices that do not consider the environmental and health impacts of the product have led to an increase in environmental problems. Therefore, Toko Organic Bandung offers products that are free from harmful chemicals and safe for the environment and health, especially consumers who are very concerned about environmental and health impacts. The purpose of this study was to determine the effect of Green advertising on Green Purchase Intention through Environmental Attitude at Toko Organic Bandung. Green advertising can make it easier for companies to build an image and reach a wider range of potential consumers so that consumers can be stimulated to make purchasing decisions. Toko Organic, as an environmentally forward business is concerned about the and health impacts of the products they sell, the product itself are free from harmful chemicals and safe for environment. The purpose of this study was to determine the effect of Green advertising on Green Purchase Intention through Environmental Attitude at Bandung Organic Stores. Green advertising can make it easier for companies to build increase business impression and to reach a wider range of potential consumers which would stimulate potential customer to make purchasing decisions.*

*The quantitative method used in this study was accompanied by data collection using interviews, questionnaires, observation, and literature study. Sampling was carried out using purposive sampling method involving 100 respondents. Data analysis techniques using descriptive analysis and path analysis. Based on the research, it was found that the impact between the Green Advertising (X) variable and the Environmental Attitude (Y) variable was 71.4%; through path analysis, the direct effect between the Green Advertising (X) variable on the Green Purchase Intention (Z) variable is 48.7%; through path analysis, the direct effect of the Environmental Attitude (Y) variable on the Green Purchase Intention (Z) variable is 68.8%; through path analysis, the indirect (simultaneous) effect of the Green Advertising (X) variable on the Green Purchase Intention (Z) variable through Environmental Attitude (Y) is 97.8%, the rest is influenced by other variables outside this study. The application of Green advertising, Environmental Attitude, and Green Purchase Intention at Bandung Organic Stores is already in the good category.*

*Based on the research, the percentage of the Green Advertising variable is 87.83%, indicating a very high classification of respondents' responses. Then, the percentage of the Green Purchase Intention variable is 87.65% and the percentage of the Environmental Attitude variable is in a position of 87.48%, both of which can be classified as very high in response to respondents.*

**Keyword:** *Environmental Attitude, Green advertising, Green Purchase Intention*