

ABSTRACT

Green Brand Knowledge and Attitude Toward Green Brand play an important role in influencing the purchase intention of green certified products. The purpose of this study was to determine the effect of green brand knowledge and attitude toward green brand on green purchase intention for Innisfree products in the city of Bandung. Data was collected through questionnaires which were distributed online. Data analysis used multiple linear regression analysis with the help of SmartPLS software. This study aims to determine the effect of green brand knowledge and attitude toward green brand on green purchase intention for Innisfree products in the city of Bandung. The results showed that green brand knowledge on Green Purchase Intention, Green Brand Knowledge on Attitude Toward Green Brand, Attitude Toward Green Brand on Green Purchase Intention and Green Brand Knowledge on Green Purchase Intention indirectly through Attitude Toward Green Brand had a positive and significant effect on Green Purchase Intention for Innisfree products in the city of Bandung.

Keywords: *Green Brand Knowledge, Attitude Toward Green Brand, Green Purchase Intention, Innisfree products.*