

ABSTRAK

Judul : Pengaruh *Green Brand Image*, *Green Awareness*, *Green Advertisement*, dan *Ecological Knowledge* terhadap *Green Purchase Intention* dan *Green Purchase Behavior* Pada Produk Teh Kotak (R.A. Nurlinda)

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Program Studi : Manajemen

Penelitian ini bertujuan untuk mengetahui pengaruh *Green Brand Image*, *Green Awareness*, *Green Advertisement*, dan *Ecological Knowledge* terhadap *Green Purchase Intention* dan *Green Purchase Behavior* Pada Produk Teh Kotak. Variabel Independen terdiri atas *Green Brand Image*, *Green Awareness*, *Green Advertisement*, dan *Ecological Knowledge*, variabel dependen adalah *Green Purchase Intention* dan *Green Purchase Behavior*. Penelitian ini dilakukan pada konsumen yang mengkonsumsi dan menonton iklan bertema ramah lingkungan produk Teh Kotak. Sampel yang digunakan adalah sebanyak 114 responden dengan teknik pengambilan sampel yaitu *purposive sampling*. Jenis penelitian ini adalah asosiatif yang bersifat kausal dan metode yang digunakan dalam penelitian ini adalah Analisis *Structural Equation Modelling* (SEM) menggunakan *software AMOS 21*.

Hasil penelitian ini menunjukkan bahwa *green awareness* dan *green advertisement* berpengaruh secara positif dan signifikan terhadap *green purchase intention*, dan berimplikasi berpengaruh secara positif dan signifikan juga terhadap *green purchase behavior*. Sedangkan hasil lainnya menunjukkan bahwa *green brand image* dan *ecological knowledge* tidak berpengaruh secara positif dan signifikan terhadap *green purchase intention*.

Kata kunci: *Green Brand Image*, *Green Awareness*, *Green Advertisement*, *Ecological Knowledge*, *Green Purchase Intention*, *Green Purchase Behavior*.

ABSTRACT

Title : *The Effect of Green Brand Image, Green Awareness, Green Advertisement, and Ecological Knowledge on Green Purchase Intention and Green Purchase Behavior in Teh Kotak Products (R.A. Nurlinda)*

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Study Program : *Management*

This study aims to determine the effect of Green Brand Image, Green Awareness, Green Advertisement, and Ecological Knowledge on Green Purchase Intention and Green Purchase Behavior in Teh Kotak Products. Independent variables consist of Green Brand Image, Green Awareness, Green Advertisement, and Ecological Knowledge, the dependent variable is Green Purchase Intention and Green Purchase Behavior. This research was conducted on consumers who consume and watch environmentally themed advertisements of Teh Kotak Products. The sample used was as many as 114 respondents with a sampling technique that is purposive sampling. This type of research is causal associative and the method used in this study is Structural Equation Modeling (SEM) analysis using AMOS 21 software.

The results of this study indicate that green awareness and green advertisement have a positive and significant effect on green purchase intention, and have implications that have a positive and significant effect on green purchase behavior. While other results show that green brand image and ecological knowledge do not have a positive and significant effect on green purchase intention.

Keywords: *Green Brand Image, Green Awareness, Green Advertisement, Ecological Knowledge, Green Purchase Intention, Green Purchase Behavior.*