

ABSTRAK

**PENGARUH *GREEN AWARENESS*, *ENVIRONMENTAL KNOWLEDGE* DAN
GREEN PRODUCT TERHADAP *PURCHASE INTENTION* PRODUK LE
MINERALE**

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Penelitian ini bertujuan untuk mengetahui pengaruh: *green awareness*, *environmental knowledge* dan *green product* terhadap *purchase intention* produk le minerale. Jenis penelitian yang digunakan adalah penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data dilakukan dengan membagikan kuesioner kepada 400 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, pengujian hipotesis, dan koefisien determinasi, dengan menggunakan program aplikasi IBM SPSS *Statistic 26*. Hasil dari penelitian ini menunjukkan bahwa: (1) *green awareness*, *environmental knowledge*, dan *green product* berpengaruh secara simultan terhadap *purchase intention*, (2) *green awareness* berpengaruh secara parsial terhadap *purchase intention*, (3) *environmental knowledge* berpengaruh secara parsial terhadap *purchase intention*, (4) *green product* berpengaruh secara parsial terhadap *purchase intention*.

Kata Kunci: *Green Awareness*, *Environmental Knowledge*, *Green Product* dan *Purchase Intention*

ASBTRACT

**THE INFLUENCE OF GREEN AWARENESS, ENVIRONMENTAL
KNOWLEDGE AND GREEN PRODUCT ON PURCHASE
INTENTION OF LE MINERALE PRODUCTS**

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This study aims to determine: green awareness, environmental knowledge and green product on purchase intention of le minerale products. The type of the research is descriptive research with a quantitative approach. The sampling technique use is purposive sampling. The data collection was carried out by distributing questionnaires to 400 respondents. The data analysis techniques in this study are descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis testing, and coefficient of determination assisted with the IBM SPSS Statistic 26 application program. The results of this study show that: (1) green awareness, environmental knowledge, and green product simultaneously influenced purchase intention, (2) green awareness partially influenced purchase intention, (3) environmental knowledge partially influenced purchase intention, (4) green product partially influenced purchase intention.

Keywords: Green Awareness, Environmental Knowledge, Green Product and Purchase Intention

