

ABSTRACT

***THE INFLUENCE OF GREEN BRAND IMAGE ON GREEN PURCHASE
INTENTION WITH ATTITUDE TOWARD GREEN PRODUCTS AS
MODERATION***

(Case in Users of Green Products in Indonesia)

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The purpose of this study was to determine and analyze the effect of green brand image on green purchase intention with an attitude toward green products as a moderation for users of green products in Indonesia. The research method used is a survey method, the data obtained directly through a questionnaire to 200 respondents who use green products in Indonesia. The analytical tool used in this research is Structural Equation Modeling (SEM). The results of the study prove that Green Brand Image has a positive influence on Green Purchase Intention. And then, Attitude Toward Green Product has a positive influence on Green Brand Image but attitude toward green product is not related to Green Purchase Intention. Therefore, there is an attitude toward green products, namely to strengthen the green brand image and when the green brand image is strong, it will encourage consumer buying intentions to buy environmentally friendly products.

Keywords: green brand image, green purchase intention, attitude toward green product