

ABSTRACT

PT. Pertamina is a state company that supports government programs in the provision of fuel and gas LPG (Public Service Obligation) and NPSO (Non Public Service Obligation). In fulfilling the needs and supporting the government program PT. Pertamina provides a non-subsidized LPG gas product that is Bright Gas. Bright Gas comes as a solution provided by Pertamina for housewives and career women as well as economically capable and well-off people who are not supposed to use PSO products or 3 kg LPG gas. Based on the initial survey conducted by researchers that the ignorance of consumers to product knowledge is low and may affect consumer attitudes to have the desire or interest to buy the product Bright Gas itself. This study aims to determine the effect of product knowledge through attitudes toward buying interest.

This study uses quantitative method with descriptive-causality research type. Sampling was conducted by non-probability sampling method of insidental sampling type, with 100 respondents. Data analysis techniques used are descriptive analysis and path analysis. The result from path analysis in this research indicates that attitudes is variable that build purchase intention on product knowledge.

Based on the calculation, it shows that variable consumer attitudes (Y) is affecting significantly the relation between variable product knowledge (X) to variable purchase intention (Z) with 0,342 of weight influence or around 34,2 in percent.

Keyword: *Product Knowledge, Attitudes, Purchase Intention, Bright Gas*