

ABSTRACT

Environmental issues that occur make people begin to be sensitive to environmental conditions. Companies are looking for new ways to positioning their green brand in the minds of consumers in order to be able to compete in a market and to attract consumer buying interest.

The purpose of this study is to determine how much descriptive analysis of each variable and to know the effect of Green Brand Positioning, Attitude Toward Green Brand, Green Brand Knowledge on Green Purchase Intention on GESITS electric motors in the Jakarta City.

The methodology used in this study is quantitative with non-probability purposive sampling technique to 400 respondents in the city of Jakarta. The analysis technique used in this study is Partial Least Square (PLS) with the Smart PLS 2.0 data processing application.

Based on the conclusions of the research results, the descriptive analysis of the respondents' responses to each variable Green Brand Positioning, Attitude Toward Green Brand, Green Brand Knowledge and Green Purchase Intention fall into the very good category. And there is a positive influence of each hypothesis except in Hypothesis 5, there is no effect of moderating on Green Brand Knowledge with a contribution only -13,5%.

This research can be used by PT WIMA as the GESITS Motorcycle producer to find out how much influence Green Brand Positioning, Attitude Toward Green Brand, Green Brand Knowledge on Green Purchase Intention on GESITS electric motors can be used as a consideration in making the right marketing strategy.

Key Words : *Attitude Toward Green Brand, Green Brand Knowledge, Green Brand Positioning, Green Purchase Intention*