

ABSTRACT

One of the problems in Indonesia is organic waste from food waste. One of the solution to reduce food waste is consume green product. Green product concept on its food does not contain preservatives and monosodium glutamate, uses organic vegetables, minimizes resources (water and fried oil), uses recycled rice paper and rattan plates instead of glass plates.

This study is quantitative causal with 400 respondents, namely the people of Bandung City in the North (Setiabudhi, Dago, Gasibu), East (Antapani, Jatinangor, Margahayu), South (Kopo, Bojongsoang, Baleendah), Center (Asia Africa, Pasir Kaliki), West (Lembang, Cihampelas). Data analysis used are descriptive and multiple linear regression analysis.

The results of this study; 1) Green Brand Knowledge (GBK) has significant effect on Green Purchase Intention (GPI) is 7.7%, meaning the people of Bandung City do not know well that the Restoran Hidup brand never ends up implementing the green product concept; 2) Green Brand Positioning (GBP) has significant effect on GPI is 49.4% meaning Kehidupan Tidak Pernah Berakhir Restaurant not created good image as green brand; 3) GBK and GBP have simultantly effect on GPI is 26.1% which means GPI in Kehidupan Tidak Pernah Berakhir Restaurants is not much affected by GBK and GBP.

Keywords: GBK, GBP, GPI