

ABSTRACT

In Environmental Ethics, it needs to be considered very well known, that is not an environmental that needs people, it needs people who need that environment. Thus is a must for humans to agree to the existence of the environment, in order to continue to maintain the sustainability of success.

The purpose of this study is to study the major influence of Environmental Attitude on Green Purchases Behavior of green products that are moderated by gender.

The object of this study is environmentally friendly product's students in Jakarta. Data collection was obtained through collecting questionnaires to 400 respondents. The sampling technique used in this study is Nonprobability sampling. This data analysis uses Simple Linear Regression Analysis and Moderation Regression Analysis.

The results of the study stated that Environmental Attitude gave a positive and significant attention of 32.0% to the behavior of Green Purchases. With the moderation variable namely Gender, Environmental Concern for Buying Concern increased 39.2%.