ABSTRACT

Lately the world community is being shocked by the issue of global warming. Some even consider global warming to be a major problem on earth. One of the causes of global warming is the lack of awareness of protecting the environment with the habit of littering, especially plastic waste. Bandung is one of the cities that contributes quite large plastic waste in Indonesia. Therefore, a good public understanding of Green Brand Knowledge can increase the purchase intention of products that are environmentally friendly.

The purpose of this study is to determine the effect of Green Brand Knowledge on Green Purchase Intention in Bandung Organic Store in 2020. The research method used is quantitative descriptive. The sampling technique used is non probability sampling. And data analysis techniques in this study using Simple Linear Regression.

The results of this study are Green Brand Knowledge has a partial effect on Green Purchase Intention with a significance value of 0.00 so that it can be concluded that the hypothesis statement H0 is rejected and the hypothesis statement H1 is accepted.

Keyword : Green Brand Knowledge, Green Purchase Intention, Simple Linear Regression.