

ABSTRACT

This research has purpose to know the response of the people about green marketing mix towards green product purchase intention on Love, Beauty and Planet with consumer's attitude as the mediating variable. This study uses descriptive quantitative method. The data collection technique uses questionnaires distributed to 150 respondents namely Love, Beauty and Planet consumers in West Java and Jakarta with purposive sampling method. The data analysis techniques used was the technique of Path Analysis and the Sobel Test. The result indicated green marketing mix and also consumer's attitude had positive impact on the green product's purchase intention in West Java and Jakarta. The variable of consumer's attitude was proved to be able mediated the effects of green marketing mix on green product's purchase intention about the Love, Beauty and Planet product in West Java and Jakarta is significant. The implication of this research was the consumer's attitude had the important role in the green marketing mix that will impact on the green product's purchase intention so that Unilever Indonesia expected to still promote the products of Love, Beauty and Planet.

Keywords: *green marketing mix, consumer's attitude, green product purchase intention.*
