

ABSTRACT

In the last few years, Tropicana Slim products have become the top brands in the category of sweetener substitutes for sugar. In addition, there has been a decline in sales of Tropicana Slim products in West Java from 2017 to 2019. The location of this research is in the city of Bandung because Bandung is the capital of the province of West Java and one of the green cities in Indonesia. The research aims to find out Green Brand Knowledge and Attitude Toward Green Brand on Green Purchase Intention at Product Tropicana Slim in Bandung city. This

research uses quantitative methods with descriptive causality type. Sampling using Nonprobability Sampling with 100 respondents. The data analysis technique used is descriptive analysis, Multiple Linear Regression Analysis, Method of Successive Interval (MSI) and Classical Assumption Test.

Based on the results of descriptive analysis, the variables Green Brand Knowledge, Attitude Toward Green Brand and Green Purchase Intention are included in the good category. Based on the results of the causality analysis, the variables of Green Brand Knowledge and Attitude Toward Green Brand have a positive and significant effect both simultaneously and partially on Green Purchase Intention. Based on the coefficient of determination that Green Brand Knowledge and Attitude Toward green brand can affect Green Purchase Intention by 56.9% and the remaining 43.1% is influenced by factors not examined in this study.

keywords: Green Brand Knowledge, Attitude Toward Green Brand, Green Purchase Intention