

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel kesadaran lingkungan, pengetahuan konsumen, dan *green brand positioning* terhadap niat beli produk hijau melalui sikap konsumen Tupperware. Sampel dalam penelitian ini terdapat 151 responden yang merupakan konsumen Tupperware. Pengambilan sampel menggunakan metode *simple random sampling*. Data di analisis menggunakan *Structural Equation Modelling* (SEM) dan uji sobel.

Hasil penelitian ini menunjukkan bahwa kesadaran lingkungan berpengaruh positif terhadap sikap konsumen, pengetahuan konsumen berpengaruh positif terhadap sikap konsumen dan *green brand positioning* berpengaruh positif terhadap sikap konsumen. Sikap konsumen berpengaruh positif terhadap niat beli, kesadaran lingkungan berpengaruh positif terhadap niat beli, pengetahuan konsumen berpengaruh positif terhadap niat beli, dan *green brand positioning* berpengaruh positif terhadap niat beli. Hasil lainnya ditemukan bahwa sikap konsumen memediasi hubungan antara kesadaran lingkungan terhadap niat beli, sikap konsumen memediasi hubungan antara pengetahuan konsumen terhadap niat beli dan sikap konsumen memediasi hubungan antara *green brand positioning* terhadap niat beli.

Kata kunci : kesadaran lingkungan, pengetahuan konsumen, *green brand positioning*, sikap konsumen, niat beli.

SUMMARY

The purpose of this study is to identify and analyze the effect of variable environmental awareness, consumer knowledge, and green brand positioning on purchase intentions through consumer attitudes. The sample in this study is 151 respondents who are consumer of Tupperware. Simple random sampling using is sampling methods. Data was analyzed using Equational Structural Modelling (SEM) and the Sobel Test.

This result indicate that environmental awareness have positive effect on consumer attitudes, consumer knowledge have positive effect on consumer attitudes, and green brand positioning have positive effect on consumer attitudes. Consumer attitudes positively affect on purchase intentions environmental awareness positively affect on purchase intentions, consumer knowledge positively affect on purchase intentions, and green brand positioning positively affect on purchase intentions. Other results found that consumer attitudes mediates the effect of environmental awareness on purchase intentions, consumer attitudes mediates the effect of consumer knowledge on purchase intentions, and consumer attitudes mediates the effect of green brand positioning on purchase intentions

Keywords : environmental awareness, consumer knowledge, green brand positioning, consumer attitudes, purchase intentions.