RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *green word-of-mouth*, *green awareness*, dan *perceived behavioral control* terhadap *green purchase intention* pada konsumen Love Beauty and Planet dengan attitude sebagai variabel mediasi.

Populasi dalam penelitian ini adalah masyarakat di Pulau Jawa yang mengetahui atau tertarik dengan produk Love Beauty and Planet. Sampel pada penelitian ini sebanyak 284 responden yang diambil menggunakan metode *probability sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukkan bahwa: (1) *Green Word-of-Mouth* berpengaruh positif signifikan terhadap *Green Purchase Intention*. (2) *Green Awareness* berpengaruh positif signifikan terhadap *Green Purchase Intention*. (3) *Perceived Behavioral Control* berpengaruh positif signifikan terhadap *Green Purchase Intention*. (4) *Green Word-of-Mouth* berpengaruh negatif terhadap *Attitude*. (5) *Green Awareness* berpengaruh positif signifikan terhadap *Attitude*. (6) *Perceived Behavioral Control* berpengaruh positif signifikan terhadap *Attitude*. (7) *Attitude* berpengaruh positif signifikan terhadap *Green Purchase Intention*. (8) *Attitude* dapat memediasi *Green Word-of-Mouth* terhadap *Green Purchase Intention* secara signifikan. (9) *Attitude* dapat memediasi *Green Awareness* terhadap *Green Purchase Intention* secara signifikan. (10) *Attitude* dapat memediasi *Perceived Behavioral Control* terhadap *Green Purchase Intention* secara signifikan.

Kata kunci: Green Purchase Intention, Green Awareness, Perceived Behavioral Control, Attitude.

SUMMARY

This study aims to determine the effect of green word-of-mouth, green awareness, and perceived behavioral control on green purchase intention among Love Beauty and Planet consumers with attitude as a mediating variable.

The population in this study are people in Java who know or are interested in Love Beauty and Planet products. The sample in this study were 284 respondents who were taken using the probability sampling method.

Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software shows that: (1) Green Word-of-Mouth has a significant positive effect on Green Purchase Intention. (2) Green Awareness has a significant positive effect on Green Purchase Intention. (3) Perceived Behavioral Control has a significant positive effect on Green Purchase Intention. (4) Green Word-of-Mouth has a negative effect on Attitude. (5) Green Awareness has a significant positive effect on Attitude. (6) Perceived Behavioral Control has a significant positive effect on Attitude. (7) Attitude has a significant positive effect on Green Purchase Intention. (8) Attitude can significantly mediate Green Word-of-Mouth towards Green Purchase Intention. (9) Attitude can mediate Green Awareness towards Green Purchase Intention significantly. (10) Attitude can significantly mediate Perceived Behavioral Control on Green Purchase Intention.

Key words: Green Purchase Intention, Green Awareness, Perceived Behavioral Control, Attitude.