

ABSTRAK**PENGARUH *GREEN MARKETING* DAN *ENVIRONMENTAL KNOWLEDGE* TERHADAP *GREEN PURCHASE INTENTION* DENGAN *GREEN BRAND IMAGE* SEBAGAI VARIABEL MEDIASI****(Studi Pada Konsumen *Fore Coffee* di Indonesia)****Oleh****Nelly Fitria**

Tujuan penelitian ini adalah untuk menguji, di antara pelanggan *Fore Coffee* di Indonesia, hubungan antara pemasaran hijau, pengetahuan lingkungan, dan niat pembelian hijau melalui variabel mediasi citra merek hijau. Melalui penggunaan metode kuantitatif dan teknik sampel purposif, 310 individu dipilih yang memiliki pengetahuan luas tentang lingkungan hijau dan mengenal produk hijau yang ditawarkan oleh *Fore Coffee*. Untuk analisis, digunakan SEM-PLS. Kesadaran lingkungan, niat pembelian hijau, dan pemasaran hijau semuanya memiliki hubungan positif dan signifikan secara statistik. Pengetahuan lingkungan dan pemasaran hijau memiliki pengaruh yang menguntungkan dan substansial terhadap citra merek hijau. Kemungkinan membeli barang ramah lingkungan dipengaruhi oleh persepsi yang menguntungkan dan substansial terhadap merek hijau. Memiliki kesan positif terhadap merek hijau memediasi hubungan antara kesadaran lingkungan dan niat untuk membeli produk ramah lingkungan.

Kata kunci: *green marketing, environmental knowledge, green purchase intention, green brand image, Fore Coffee.*

ABSTRACT**THE EFFECT OF GREEN MARKETING AND ENVIRONMENTAL
KNOWLEDGE ON GREEN PURCHASE INTENTION WITH
GREEN BRAND IMAGE AS A MEDIATING VARIABLE**

(A Study of Fore Coffee Consumers in Indonesia)

By

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The purpose of this research is to examine, among Indonesian customers of Fore Coffee, the relationship between green marketing, environmental knowledge, and green purchase intention via the mediating variable of green brand image. Through the use of quantitative methods and the purposive sample technique, 310 individuals were selected who possessed extensive knowledge of green environmental knowledge and were acquainted with the green products offered by Fore Coffee. For the analysis, the SEM-PLS was used. Environmental consciousness, green purchasing intent, and green marketing all had a positive and statistically significant association. Environmental knowledge and green marketing have a favorable and substantial effect on green brand image. The likelihood of purchasing environmentally friendly goods was influenced by one's favorable and substantial perception of a green brand. Having a positive impression of a green brand mediates the relationship between eco-consciousness and the intention to buy environmentally friendly products.

Keywords: *green marketing, environmental knowledge, green purchase intention, green brand image, Fore Coffee.*