

**CONSUMERS' ATTITUDES IN MEDIATING THE INFLUENCE OF
GREEN MARKETING ON THE PURCHASE INTENTION
(A survey in The Body Shop Lampung)**

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ABSTRACT

The purpose of this research is to know the responses of the people about green marketing towards purchase intention on The Body Shop products. Sample of 100 respondent were selected by purposive sampling. Analysis used was Sobel Test. The result shows that green marketing positively and significantly affects consumers' attitude toward The Body Shop product with t count $9.810 > t$ table (1.6607). The consumers' attitude positively and significantly affects the purchase intention toward The Body Shop with t count $5.244 > t$ table (1.6607). Customers' attitude is fully mediate the green marketing affects on purchase intention through consumers' attitude toward The Body Shop products.

Keyword: Purchase Intention, Green Marketing, and Customer Attitude.