

ABSTRACT

This study aims to analyze how the influence independent variabel environmental concern, perceived consumer effectiveness, perceived environmental knowledge both directly and through intervening variables on attitudes towards green products will influence the interest in repurchasing green products to consumers of green products in the city of Semarang.

The sampling method used in this study is non-probability sampling with a purposive sampling technique. The samples collected were 150 student respondents in Semarang City who had purchased green products. The analytical method used is a regression analysis technique that includes validity test, reliability test, classic assumption test, multiple linear regression test, moderation regression test, t test, f test, determination test, and sobel test.

The results showed that environmental concern, perceived consumer effectiveness, perceived environmental knowledge, had a direct and significant effect to green pruchase intentuon and had a more significant influence through the intervening variables of attitudes towards green products, towards the green purchase intention for consumers of green products in Semarang.

Keywords: Green marketing, environmental concern, perceived consumer effectiveness, perceived environmental knowledge, attitudes towards green products, green purchase intention.