ABSTRACT

This study was conducted to analyze the main aspects that form the intention to purchase green products among Coca-Cola consumers in the city of Kota semarang. Using a quantitative approach, this study focused on a population consisting of 115 individuals with at least three Coca-Cola purchasing experiences in the last three months. Purposive or non-probability sampling method to select population samples according to certain criteria. Data analysis took place using the Structural Equation Modeling (SEM) method through SMART PLS software, allowing for an in-depth examination of the theoretical relationships between variables through two main stages of the measurement model and the structural model. The results of this study clearly reveal several aspects that play an important role in influencing green product purchase intentions. Greenwashing has a positive impact on green perceived risk, greenwashing has a positive impact on green consumer confusion, green perceived risk has a positive impact on green trust, green consumer confusion have a positive impact on green trust, greenwashing has a positive impact on green trust, green trust has a positive impact on green purchase intentions, green perceived has a positive impact on green purchase intentions. The conclusion of this study is that green washing, green risk perception, green consumer confusion, green trust have a positive influence on the green purchasing intention of Coca Cola consumers in Kota semarang city.

Keywords: Greenwashing, Green Perceived Risk, Green Consumer Confusion, Green Trust, Green Purchase Intention