

ABSTRACT

This research aims to determine The Influence of Attitude, Environmental Concern, and Subjective Norms on Green Purchase Intention for Sensatia Botanicals Products. The data collection method used a survey method, with the research instrument in the form of a questionnaire that was shared to the sample through the Shout. The questionnaire will be given criteria and value weights based on a Likert scale. The research design used in this study is quantitative research, and the research method employed is causal analysis. The sample consists of 125 respondents selected through purposive sampling. The data analysis method used is Partial Least Square (PLS), and the analysis technique utilized is descriptive. The research results indicate that Environmental Concern, Subjective Norms, and Attitude have a positive and significant direct effect on Green Purchase Intention. The indirect effect analysis shows that Attitude does not act as a mediator for environmental concern and green purchase intention, but it does act as a mediator for subjective norms and green purchase intention.

Keywords: Attitude, Environmental Concern, Subjective Norms, Green Purchase Intention.

