

ANALYSIS OF THE EFFECT OF SPIRITUALITY, ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE ON GREEN PURCHASE INTENTION AND ATTITUDES AS INTERVENING VARIABLE

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Abstract

The research was about analysis of factors that influence the interest in purchasing organic vegetables in millennial generation. Spirituality, environmental concern and environmental knowledge as independent variables and green purchase intention as dependent variable and attitude as intervening variable.

The respondent used in this study was consumers who knew the brands of organic vegetable from organiceats, living organic and 3leavesfarm. The questionnaires distributed were 250 questionnaires and there were 200 valid questionnaires to be used in this study. The research analysis used Smart Partial Least Square (PLS) program version 3.0.

The results of the study show that Spirituality has a significant positive effect on Green Purchase Intention, Environmental Concern has a significant positive effect on Attitude, Attitude does not have a significant positive effect on Green Purchase Intention, Environmental Knowledge has a significant positive effect on Green Purchase Intention, Environmental Concern has no significant positive effect on Green Purchase Intention, Attitude does not strengthen the environmental concern's influence on the green purchase intention.

Keywords: *spirituality, environmental concern, environmental knowledge, attitude, green purchase intention*