Abstract

This study aims to find out the significant relationship between independent variable such as attitude, environmental concern, personal norms, and willingness to pay toward dependent variable like green purchase intention from a society, especially in Batam. The object in this study is a society in Batam whom have an intention to purchase eco-friendly bottle product.

This study used a direct data to collect sample or being called as primary data because the data in this study was obtained by distributing questionnaires directly. Multiple linear regression was used to analysis the data in this study. There was 384 respondent in Batam being used as data sample in this study.

This study presents the result of the independent variable test like attitude was positively significant towards green purchase intention in Batam society. As for other independent such as environmental concern, personal norms, and willingness to pay shows insignificant result towards green purchase intention in Batam society.

Kata kunci: green purchase intention, attitude, environmental concern, personal norms, willingness to pay