Abstract

The research aims to determine the effects of green brands, attitude, and knowledge towards purchase intention on green bottle by people in Batam. The independent variables used in this research are green brands, attitude, and knowledge, and the dependent variable is purchase intention.

The research sample consists of people in Batam who are using Tupperware, Lock & Lock, and Lion Star brand bottle. A total of 270 questionnaires were utilized. However only 242 of them could be used for this research. Purposive sampling is used as a method in sampling the population. Research data that has been in accordance with criteria will be analyzed using SPSS program version 22.0 and Smart PLS 3.0.

The result of the research shows that there are positive significant effects between green brands and attitude towards purchase intention. Beside that, this research also found that there is a positive significant effect between knowledge towards attitude. However there is no positive significant effect between knowledge towards purchase intention. Knowledge also shows no moderating effect on the relation between green brands toward purchase intention.

Keywords: green brands, attitude, knowledge, purchase intention