

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF THE EFFECT OF INTERPERSONAL, ALTRUISM, AND ENVIRONMENTAL KNOWLEDGE IN ENVIRONMENTAL ATTITUDES IN THE RELATIONSHIP ON THE BEHAVIOR OF GREEN BEHAVIOR IN ORGANIC RICE USERS IN BATAM CITY

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ABSTRACT

Growing world population growth makes many companies think about the impact that will result from compacting world population. One of the things that is concentrated is how to deal with the waste from the consumed product which takes a very long time to be decomposed by the earth as a disposal center. Lately, the handling of waste that is still out of control has made companies innovate with regard to the products produced in order to minimize the waste of products produced. One of the things that was raised and became a concentration was to increase the production of green products and provide information or directions related to the use of environmentally friendly products to the public so that the community became educated and preferred environmentally friendly products in the future.

The awareness of the community and the company of course to jointly protect the environment and consume environmentally friendly goods becomes an important thing to run together so that green products can also be the main choice for consumption while protecting the surrounding environment. Interpersonal Influence, Altruism, and Environmental Knowledge on Environmental Attitude in relation to Green Purchasing Behavior in organic rice users in Batam City will be discussed further in this study, considering that rice is the staple food of Indonesian people and organic rice is an environmentally friendly product which should be used as the main consumption.

Keywords: *Green Products, Green Purchasing Behaviour, Interpersonal Influence, Altruism, Environmental Knowledge, Environmental Attitude*