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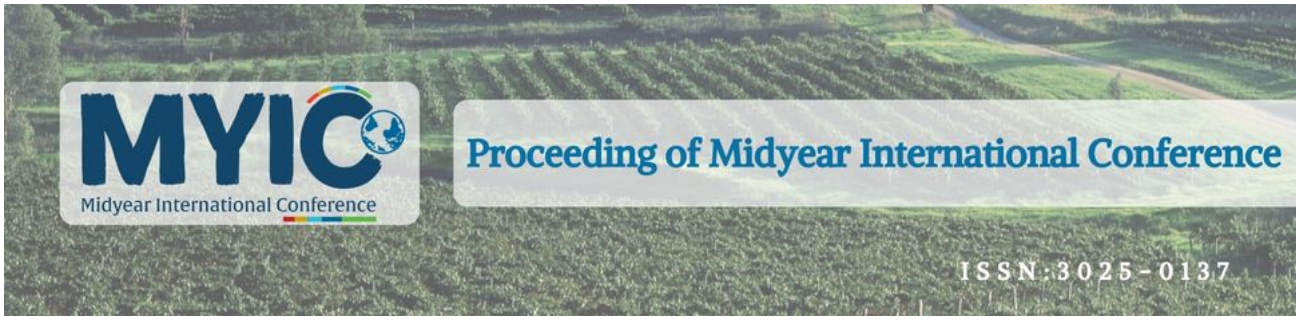

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ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE, AND PURCHASE INTENTION OF ECO-FRIENDLY PRODUCTS WITH ENVIRONMENTAL ATTITUDES AS A MEDIATING VARIABLE

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ABSTRACT

In 2017, the results of WWF-Indonesia and Nielsen survey show that 63% of Indonesian consumers are willing to consume eco-friendly products at higher prices. The willingness of the domestic market to accept goods made sustainably is demonstrated by the huge rise in consumer knowledge of the use of environmentally friendly items. The Rakuten Insight Center in 2022 conducted a survey with 10,886 respondents, it was noted that 64 percent of respondents considered purchasing environmentally friendly products a very important matter and 29 percent of respondents considered it rather important. Meanwhile, 6 percent of respondents thought purchasing environmentally friendly products was not too important and 1 percent thought it was not important at all

This study aims to find out how environmental concern and knowledge affect the purchasing intention of eco-friendly products through environmental attitudes as a mediation variable (case study on students of Universitas Trilogi in Jakarta). Data analysis using SEM PLS revealed The R-square value of purchase intention of eco-friendly products is 0.871, meaning that 87.1% from purchase intention of eco-friendly products can be explained by the variables Environmental Concern, Environmental Knowledge, and Environmental Attitudes and the remaining 12.9% is explained by other variables outside the model. The environmental concern does not directly affect to purchase intention eco-friendly products but indirectly through environmental attitude as a mediating variable, theres's an effect. Evenwhile knowledge of the environment either directly or indirectly have affect the purchasing intention eco-friendly products

Keywords: Environmental Concern, Environmental Knowledge, Purchase Intention, Environmental Attitude.

INTRODUCTION

An environmentally friendly product is a product that is designed and/or contains materials that can be recycled and reduces environmental damage or reduces environmental pollution in the entire life cycle of the product.

According to Anton Muhajir (http://www.mongabay.co.id/2016/01/29/fair-trade-bisnis-yang-tetap-peduli-lingkungan/) one of the conclusions in the discussion of the Annual General Meeting (AGM) of the Indonesian Fair Trade Forum (FFTI) in Denpasar, Bali in 2016 is that currently, products that will become trends in the future are products that are produced organically, and use recycled materials. These products belong to the category of environmentally friendly and sustainable products. As a country with abundant natural resources, Indonesia can be an important producer of products according to these trends.

Along with the growing concern and understanding for the environment, the perspectives and behaviors of humans started to change. Cite as: Trends in Indonesian consumption and production in 2017 According to surveys conducted by the WWF-Indonesia and Nielsen in 2017, up to 63% of Indonesian customers are willing to pay more for environmentally friendly goods.

The Indonesian government has prepared to change the pattern of procurement of goods and services to be more 'green' or sustainable. To realize this vision, green products are needed by the Circular Letter of the Head of LKPP Number 16 of 2020 concerning the Determination of Green Products/Green Industry Products to be Used in Sustainable Procurement of Government Goods/Services, which was issued on May 18, 2020. (https://rm.id/baca-berita/government-action/66168/pemerintah-prioritaskan-pengadaan-barang-dan-jasa-dengan-ekolabel) (https://rm.id/baca-berita/government-action/66168/pemerintah-prioritaskan-pengadaan-barang-dan-jasa-dengan-ekolabel). The willingness of the domestic market to accept goods made sustainably is demonstrated by the huge rise in consumer knowledge of the use of environmentally friendly items.

The Rakuten Insight Center in 2022 conducted a survey with 10,886 respondents, it was noted that 64 percent of respondents considered purchasing environmentally friendly products a very important matter and 29 percent of respondents considered it rather important. Meanwhile, 6 percent of respondents thought purchasing environmentally friendly products was not too important and 1 percent thought it was not important at all. (Ridwan, P. Puja, 2023)

This study seeks to determine how environmental concern and knowledge about the environment towards the purchase of environmentally friendly products through environmental attitudes as a mediating variable for the community, especially Universitas Trilogi Jakarta students. This research is anticipated to offer benefits for a clearer comprehension of the relationship between consumers to the environment with their commitment to making choices on environmentally friendly products or in other words to gain better insight into the variables that affect consumer sentiment and shopping behavior towards environmentally friendly products.

LITERATURE REVIEW

1. Environmental Concern

Environmental concern is a form of one's awareness of the environment in the form of actions that have a favorable effect on the environment, for instance not damaging the environment by disposing of garbage in its place, not throwing waste in rivers, etc. Environmental concern indicates an individual's general orientation a person's attitude toward the environment and their level of care for environmental problems is an effective predictor for recycling is one example of environmentally

responsible activity. (Kim & Choi, 2005). In response to consumers' environmental issues awareness, many businesses have promoted themselves as environmentally friendly companies by highlighting their eco-friendly goods and services. An individual's environmental concern can appear in a variety of ways, including holding certain a belief in actual practices (such as recycling and purchasing eco-friendly goods)). Environmental issues might include seen as "the extent to which people are aware of environmental problems and support attempts to environmental problems and/or demonstrate a readiness to make a personal contribution to environmental problem solutions.

In several studies related According to Maichum et al. (2016), there is a correlation between customers' intentions to buy green products and their level of environmental concern among Thais. While Joshi and Rahman (2017) report that environmental concern is as compared to other variables (such as prior consumer behavior, subjective norms, attitudes toward green purchases, perceived market impacts, and environmental awareness), the least effective variable in describing green buying behavior. The influence of environmental motivation in the form of environmental concern and environmental knowledge on the interest in buying environmentally friendly products shows that environmental knowledge has a considerable effect in explaining purchase intentions while environmental concern does not (Choi &; Johnson, 2019). Consumers with high environmental worries are more likely to purchase eco-friendly goods, and choose green lifestyles (Teng and Ow 2014). The results showed that (1) altruistic and biosphere values had a significant positive effect on the purchase intention of environmentally friendly products, while egoistic values hurt the purchase intention of environmentally friendly products; (2) environmental concern has a partial mediating effect on the relationship between environmental values and green product purchase intentions; and (3) green confidence has a positive moderating effect on the relationship between environmental concern and purchase intent of green products. The study expands on existing research on value-driven green product purchase intent, and its conclusions provide theoretical guidance for green marketing by companies and the formation of customer confidence in the attributes of eco-friendly products. (Li et al., 2021)

2. Environmental Knowledge

Environmental knowledge refers to an individual's knowledge of the environment (Diamantopoulos et al., 2003). Environmental knowledge is general knowledge of facts, concepts, and relationships about the natural environment and its main ecosystems (Fryxell G, Lo C 2003). It contains public knowledge about the environment, basic relationships related to environmental aspects or impacts, admiration for the whole organism, and a shared awareness of ecological development. Environmental knowledge pays attention to general knowledge about the environment and not specific knowledge about green products or their environmental impact. Environmental knowledge is defined by Taufique et al. 2016 as knowledge of facts, key relationships that lead to environmental impact, and individual environmental responsibilities that lead to sustainable development. The awareness of human interactions, environmental issues, and various relationships in ecological systems is referred to as environmental knowledge (Burchett, 2015). The ability to reduce harmful effects on ecosystems may be required by such information, leading to pro-environmental activities. Despite efforts to spread the message of environmental sustainability, there are limitations in public knowledge and awareness of environmental issues (Burchett, 2015). Environmental knowledge has a considerable explains the purpose of a purchase, however environmental considerations do not. (Dooyoung Choi a,∗, Kim K.P. John (2019). An individual's knowledge of the environment greatly influences environmental issues. With increased environmental knowledge, consumers become more informed, and that increases the likelihood of high purchase intent (Lee, N.; Choi, Y.J.; Youn, C.; Lee, Y 2012) (Mahesh, N.; Ganapathi, 2012). Another study found that environmental knowledge is one of the important variables that significantly positively influence consumers' intention to buy green products (Wang, P.; Liu, Q.; Qi, Y 2014). Maichum et al. (2016) found no significant association between environmental knowledge and purchase intent of green products among Thai consumers.

3. Environmental attitudes

In general, attitude is the tendency of the initial reaction that a particular individual has towards any subject around his environment. Also, attitude is an individual's orderly pattern of actions and behavior towards a particular object as a result of previous experiences. Environmental attitudes are the sum of the beliefs, emotions, and environmental intentions of an individual about environmental activities and problems (Schultz et al. 2004: 31), as well as the patterns of individual attitudes and behaviors related to environmental feelings and thoughts. Attitude is defined as a psychological path that determines an individual's liking or dislikes for a particular object. Attitude is a learned tendency to behave consistently either favorably or unfavorably towards a particular object (product, brand, service, price, package, advertisement, promotional media, or retailer selling the product, etc.) (Schiffman, LG & Wisenblit, JL 2015). Attitudes reflect either favorable or unfavorable evaluations about objects learned from direct experience with products, word of mouth, exposure to mass media, and other sources of information that consumers encounter. Kim & Chung (2011) conducted a study on consumer attitudes toward organic body care products. As a result of this study, it was found that attitude is a meaningful (significant) variable that influences purchase intent. Cowan & Kinley (2014) stated that there is a strong relationship between a positive attitude towards environmentally friendly textile products and purchase intent. Yadav and Pathak (2016) report that environmental attitudes have a direct effect on their intention to buy green productsResearch supports the theory of planned behavior by showing a significant relationship between three constructs namely attitudes towards green products, subjective norms, and the Theory of Planned Behavior (PBC) internal with purchase intent for green products. Attitudes towards green products show the highest impact on green purchase intent. (Sreen et al., n.d.2017).

4. Purchase Intention in eco-friendly product

Green Product (eco-friendly product) is a product that has been produced, distributed, and consumed in a way that minimizes any negative environmental effects. This is due to the usage of raw materials that are recyclable. The inclination of consumers to acquire goods with the best environmental qualities as opposed to standard goods is referred to as "green product purchase intention" (Majid and Elahe 2017). According to Prakash and Pathak's (2017) research, individual norms, attitudes, environmental concerns, and willingness to pay for goods all have a major impact on consumers' intentions to purchase products with eco-friendly packaging. The study of W. R. A. D. Karunarathna1, S. S. Naotunna1, and K. M. V. Sachitra1 (2017) demonstrates that social influences, environmental attitudes, environmental knowledge, perceived environmental responsibility, government initiatives, and media exposure are the key to enhancing green purchasing behavior among educated young consumers. Regarding people's lifestyles today, eco-friendly products get a lot of attention because of many issues such as diseases and a green environment. Therefore, marketers must practice market segmentation for them to succeed in this competitive business world.

Based on some of the results of the research above, several parts become materials and references of this study, namely those related to consumer purchasing behavior towards environmentally friendly products, namely to find out how environmental concern and, knowledge about the environment towards purchasing environmentally friendly products through environmental attitudes as a mediating variable of the community, especially students of Universitas Trilogi Jakarta.

RESEARCH METHODS

This research aims to define operational research variables, Environmental Concern, Environmental Knowledge, Environmental Attitudes and Purchase Intention of Eco-Friendly Products with Structural Equation Modelling-Partial Least Square (SEM-PLS) method.

1. Data Collections

The subjects research of this study are all students of Universitas Trilogi Jakarta. In this study, the number of samples taken was 231 students from a total of 2738 students with probability simple random sampling.

2. The Variable Measurement

The measurement scale uses the Likert scale. For the assessment the lowest score is given a scale of 1 and the highest is given a scale of 5 with levels 1: Strongly Disagree (SD), 2: Disagree (D), 3: Neutral (N), 4: Agree (A), and 5: Strongly Agree (SA). From the highest and lowest scores, there are some category 5 classes with the scale range to the average perception of respondents as follows.

3. Analysis and Modelling

To evaluate the validity and reliability of the model, the measurement model or outer model is evaluated. Convergent validity and discriminant validity of construct-forming indicators (variables) are used to assess the validity test of reflective indicators. While Cronbach's alpha and composite reliability are used to analyze the reflected indicators' reliability test. However, the use of Cronbach's alpha to test construct reliability will give a lower value (underestimate) so it is more advisable to use composite reliability in testing the reliability of a construct (Ghozali, Latan 2015). After the evaluation is carried out, then factor analysis was carried out on environmental concerns, environmental knowledge, attitude towards the environment, and intention to purchase environmentally friendly products.

Structural Model Evaluation/ Inner Model, to ascertain how factors of care, knowledge, attitudes, and purchasing behavior of environmentally friendly products are carried out by evaluating the internal or structural model. Using r-square and path coefficient, the structural model or inner model is evaluated.

RESEARCH RESULTS

1. Characteristics of Respondents

The following are the characteristics of Universitas Trilogi students who were respondents to the study. Of the 231 respondents, 29% were men and 71% were womens.

Table 1 Respondents' Gender

No	Gender	Sum
1	Male	67 (29%)
2	Woman	164 (71%)
3	Total	231 (100%)

Source : primary data 2023, processed

2. Environmental Concern, Environmental Knowledge, Environmental Attitude, and Purchase Intention of Eco-Friendly Products.

To find out whether Environmental Concern, Environmental Knowledge affects Purchase Intention of Eco-Friendly Products, directly and indirectly with Environmental Attitude as a mediating or intervening variable. Analysis utilizing the program Smart PLS 3.0 and the partial least squares-structural equation model (PLS-SEM).

2.1 Evaluation of the Outer Model (Structural Model)

By evaluating the model's validity and dependability, the outer model is examined. Convergent validity and discriminant validity are used to conduct the validity test of variable-forming indicators (constructs). While reliability tests are conducted done using Cronbach's alpha and composite reliability. 24 indicators from 4 constructions are tested.

a. Convergent Validity

The outcomes of data processing initially, the outer loading value, or the correlation between the construct and Because several indicators still have a loading factor value below 0.70, the variable did not initially achieve convergent validity. Ten indicators with loading factors under 0.7 include KL2, KL4, Kl6, PL2, PL3, PL4, PL5, S2, S3, and S4 so these warning signs must be removed, and then then 14 indicators are included in the next test. The results of the next processing yield a loading factor value greater than or equal to 0.70 (meets the convergent validity requirement) (Ghozali, Latan 2015) Consequently, it can be said that all of the study's variables are reliable. The convergent validity test is also carried out by looking at the Average Variance Extracted (AVE) value, a good model is required to have an AVE value greater than 0.5 (Hair et al., 2011). The results of the AVE variables Environmental Concern Integrity 0.663, Environmental Knowledge 0.715, Attitude towards the Environment 0.844, and Interest in Buying Green Products 0.660 show AVE values greater than 0.5 demonstrate that each variable has satisfied the requirements.

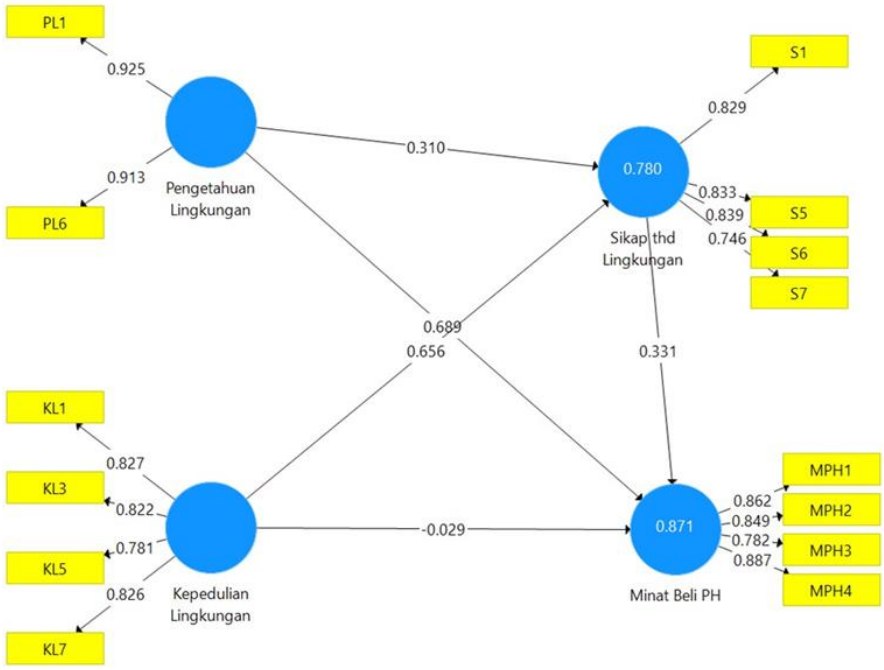

Figure 1: Algorithm Results 2

b. Discriminant Validity

Discriminant validity uses cross-loading values for Environmental Concern (KL) variables (KL1=0.827, KL3=0.822, KL5=0.781, and KL7=0.826), then Environmental Knowledge (PL) (PL1=0.925, PL6=0.913) Next Attitude towards the Environment (S)(S1=0.829, S5=0.833, S6=0.839, S7=0.746, san Buying Interest in Green Products (MPH) (MPH1=0.862, MPH2=0.849, MPH3=0.782, MPH4 = 0.887). The overall indicators for the construct forming variables Environmental Concern (KL), Environmental Knowledge (PL), Attitude towards the Environment (S), and Buying Interest in Green Products (MPH) already have cross-values loading above 0.70.

c. Composite Reliability

The output composite reliability results for the Environmental Concern (KL) construct = 0.887, Environmental Knowledge (PL) = 0.909, Environmental Attitude (S) = 0.916, and Green Product Buying Interest (MPH) = 0.886 all greater than 0.7 so that the construct is acknowledged good reliability (Ghozali &; Latan, 2015).

Table 2 Environmental Concerns

No	Environmental Statement	Respondents' answers					**Average**
		SD	D	N	A	SA	
KL1	I am concerned about deterioration of the environment's quality around me	17 (7,4%)	44 (19%)	71 (30,7%)	57 (24,7%)	42 (18,2%)	3,27
KL3	I feel strongly about local environmental protection issues.	21 (9,1%)	48 (20,8%)	87 (37,7%)	47 (20,3%)	28 (12,1%)	3,06
KL5	To safeguard the environment, significant social changes are required	24 (10,4%)	51 (22,1%)	82 (35,5%)	43 (18,6%)	31 (13,4%)	3,03

KL7	To contribute to environmental protection, I'm willing to cut back on my consumption.	17 (7,4%)	45 (19,5%)	87 (37,7%)	49 (21,2%)	33 (14,3%)	3,16
	Environmental concern scores						3,13

Source : primary data 2023, processed

Table 3 Environmental Knowledge

No	Environmental Knowledge Statement	Respondents' answers					**Average**
		SD	D	N	A	SA	
PL1	I know a lot about global warming	2 (0,9%)	7 (3%)	40 (17,3%)	68 (29,4%)	114 (49,4%)	4,23
PL6	I am aware of the issue with environmental pollution brought on by human activity.	36 (15,6%)	52 (22,5%)	91 (39,4%)	33 (14,3%)	19 (8,2%)	2,77
	Environmental Knowledge scores						3,50

Source : primary data 2023, processed

Table 4 Environmental Attitudes

No	**Environmental Attitudes**	Respondents' answers					**Average**
		SD	D	N	A	SA	
S1	Promoting a "green living" lifestyle is essential.	6 (2,6%)	14 (6,1%)	52 (22,5%)	84 (36,4%	75 (32,5%)	3,90
S5	Environmental protection means a lot to me	21 (9,1%)	37 (16%)	89 (38,5%)	53 (22,9%)	31 (13,4%)	3,16
S6	We recommend usinggreen products to protect nature	17 (7,4%)	45 (19,5%)	87 (37,7%)	49 (21,2%)	33 (14,3%)	3,16
S7	If there will be reactive organizations and events to protect nature, I will participate	9 (3,9%)	26 (11,3%)	62 (26,8%)	64 (27,7%)	70 (30,3%)	3,69
Environmental Attitude Score							3,48

Source : primary data 2023, processed

Table 5 Purchase Intention of Eco-friendly Products

No	**Purchase Intention of Eco-friendly Products**	Respondents' answers					**Average**
		SD	D	N	A	SA	
MPH1	When I want to purchase something, I check the label/composition to check if it has ingredients that can damage the environment	22 (9,5%)	49 (21,2%)	113 (48,9%)	26 (11,3%)	21 (9,1%)	2,89
MPH2	I Favorite ecologically responsible goods over goods that are not	50 (21,6%)	74 (32%)	67 (29%)	21 (10,4%)	16 (6,9%)	2,47

No	Purchase Intention of Eco-friendly Products	Respondents' answers					Average
		SD	D	N	A	SA	
	ecologically friendly even if they are of comparable quality						
MP H3	I choose to buy eco-friendly products	16 (6,9%)	26 (11, 3%)	79 (34,2 %)	63 (27,3%)	47 (20, 3%)	3,43
MP H4	I prefer to purchase ecologically friendly goods, despite the higher cost than products that are not environmentally friendly	23 (10%)	52 (22, 5%)	100 (43,3 %)	32 (13,9%)	24 (10, 4%)	2,92
	Purchase Intention Score						2,93

Source : primary data 2023, processed

2.2 Evaluation of the Inner Model (Structural Model)

A structural model, the inner model is based on the value of path coefficients, looking at just how much power between latent variables and computations based on bootstrapping. R-Square and other statistics are examined to do the evaluation path coefficient values criteria.

a. R-Square value

The R-square value of Attitude towards the Environment of 0.780 means that the Attitude towards the Environment can be explained by the variables Environmental Knowledge and Environmental Concern of 78% the rest is explained by other variables outside the model. The R-square value of Buying Interest in Green Products of 0.871 means that the Interest in Buying Green Products can be explained by the variables Environmental Knowledge, Environmental Care, and Attitude towards the Environment of 87.1%, the remaining 12.9% is explained by other variables outside the model.

b. Path Coefficient

The significance of the influence of Environmental Knowledge, Environmental Concern, and Attitude towards the Environment on Buying Interest in Green Products by looking at the value of parameter coefficients and statistical t-significance values in the following Table (Sreen et al., n.d.)

Table 6 *Path Coefficient*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Environmental Concern -> PH Buying Interest	-0,029	-0,027	0,057	0,513	**0,609**
Environmental Concern -> Attitude thd Environment	0,656	0,654	0,036	18,302	**0,000**
Environmental Knowledge -> PH Buying Interest	0,689	0,688	0,037	18,607	**0,000**
Environmental Knowledge -> Attitude to the Environment	0,310	0,313	0,045	6,962	**0,000**
Attitude thd Environment -> PH Buying Interest	0,331	0,329	0,057	5,770	**0,000**

Based on these outputs, it can be concluded that Environmental Concern does not affect Green Product Buying Interest as indicated by a coefficient parameter of -0.029. The significant value, which is 0.609, is greater than the alpha level of 5%. It is also indicated by a T-statistic value of 0.513 smaller than 1.962 (t-table). Furthermore, the variables of Environmental Concern for Environmental Attitudes, Environmental Knowledge Variables on Buying Interest in Green Products, Environmental Knowledge Variables on Environmental Attitudes, and Environmental Attitudes towards Buying Interest in Green Products all have a positive effect, this is shown by positive parameter coefficient and a significant value smaller than the alpha level of 5%. It is also shown by a statistical T value greater than the tablet of 1.989.

c. Indirect Effect

Table 7 Indirect Effect Role of Attitude Mediation Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Environmental Concern -> Attitude to the Environment -> PH Buying Interest	0,217	0,216	0,042	5,176	**0,000**
Environmental Knowledge -> Attitude to Environment -> PH Buying Interest	0,103	0,102	0,020	5,167	**0,000**

It can be seen that the indirect effect value for the influence of Environmental Concern on Buying Interest in Green Products through Attitude towards the Environment is 0.217 with a Statistical T value of 5.176 greater than 1.962 (t-table) and a significance value of 0.000 this value is smaller than the alpha level of 0.05. So, the Attitude to Environment variable is a mediator or intervening variable. In other words, the Attitude to the Environment variable plays a good role in mediating the influence of the Environmental Concern variable on Green Product Buying Interest. Furthermore, the indirect effect value for the influence of Environmental Knowledge on Buying Interest in Green Products through Environmental Attitudes is 0.103 with a T Statistic value of 5.167 greater than 1.962 (t-table) and a significance value of 0.000 this value is smaller than the alpha level of 0.05. Thus, the Attitude to Environmental Knowledge variable is a mediator or intervening variable. In other words, the variable Attitude towards Purchasing Green Products plays a good role in mediating the influence between the variables of Environmental Concern on Interest in Buying Green Products.

2.3 Discussion

2.3.1 Environmental Concern

The Average Score of Environmental Concern is 3.13 from a scale of 1-5, indicates neutral condition. they hesitate about the environmental deteriorating quality, emotionally involved in environmental protection issues around them, the major social changes to protect the natural environment and to reduce consumption to help protect the environment.

2.3.2 Environmental Knowledge

Students of Universitas Trilogi know a lot about global warming and the problem of environmental pollution caused by human activities. The average score is 3.5 on a scale of 1-5

2.3.3 Environmental attitudes

The average score for this statements is 3.48 from a scale of 1 – 5, showing positif environmental attitude. They agree about environmental conscious living, environmental protection, using eco-friendly products to protect nature, and participating in organizations and events to protect nature.

2.3.4 Purchase Intention of Eco-friendly Products

The average score for this statements is 2.93 from a scale of 1 – 5, showing a neutral condition in purchasing intention of eco-friendly products, They ignore whether the product is environmentally friendly or not, and they don't care about the composition that can damage the environment, and choose the cheapest price product.

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2.3.5 The Role of Environmental Attitudes as Mediating or Intervening Variables

Environmental attitudes play a good role in mediating the influence between Environmental Knowledge variables on Green Product Buying Interest and the influence between Environmental Concern variables on Green Product Buying Interest.

The attitude shown by promoting a "green living" lifestyle, carrying out environmental protection, using green products to protect nature, and participating in organizations and events to protect nature will have an impact as an intermediary for the influence of environmental knowledge and environmental concern In purchasing green products they prefer environmentally friendly products over products that are not environmentally friendly if the quality of the product is similar, choose to buy environmentally friendly products, to want to buy a product they always check the label/composition to see if the product contains ingredients that can damage the environment, and they prefer to buy environmentally friendly products environment even though the price is more expensive than products that are not environmentally friendly.

CONCLUSION

In general, students of Universitas Trilogi have good environmental knowledge and attitudes, but they have doubts about environmental concern and purchase intention of eco-friendly products.

The environmental concern does not directly affect to purchase intention eco-friendly products but indirectly through environmental attitude as a mediating variable, theres's an effect. Evenwhile knowledge of the environment either directly or indirectly have affect the purchasing intention eco-friendly products

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