

**THE INFLUENCE OF ENVIRONMENTAL CONCERNS, ENVIRONMENTAL  
KNOWLEDGE, ON GREEN PURCHASE BEHAVIOR WITH ENVIRONMENTAL  
ATTITUDE AS A MEDIATION VARIABLE (CASE STUDY ON CONSUMERS OF  
GREEN SKINCARE PRODUCTS IN PADANG)**

**THESIS**

**Submitted as Partial Requirements for a bachelor's degree in Department of Management-  
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**BACHELOR'S DEGREE INTERNATIONAL MANAGEMENT  
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# **The Influence of Environmental Concerns and Environmental Knowledge on Green Purchase Behavior with Environmental Attitude as a Mediation Variable (Case Study on Consumers of Green Skincare Product in Padang)**

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## **ABSTRACT**

This study aims to determine the effect of Environmental Concern and Environmental Knowledge on Green Purchase Behavior of Consumer Green Skincare Products in Padang with Environmental Attitude as mediation. Environmental Concerns are attention to facts and personal actions that have specific environmental effects. Environmental Attitude is a set of beliefs that influence the intention on a person's behavior to participate in activities or issues related to the environment. Environmental Knowledge is a series of ecological knowledge that individuals have about the environment. The population of this study is all people in the city of Padang, taking samples using non-probability sampling method. Data collection in the study was carried out by distributing questionnaires to 140 respondents online via the Google form, to then be processed and tested. Data processing was carried out using the SmartPLS 4.0 program. The results of this study indicate that Environmental Concern and Environmental Knowledge have a significant positive effect on Environmental Attitude. Environmental Concern, Environmental Knowledge, and Environmental Attitude have a significant positive effect on Green Purchase Behavior. Environmental Concern and Environmental Knowledge have a significant positive effect on Green Purchase behavior through Environmental Attitude as mediation.

**Keywords:** *Environmental Concerns, Environmental Knowledge, Green Purchase Behavior and Environmental Attitude.*

