

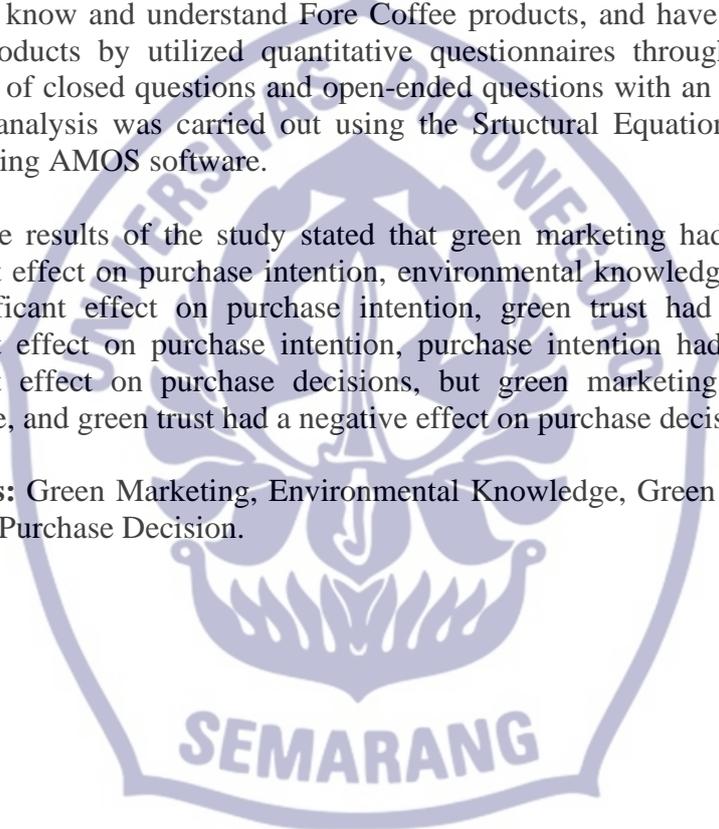
ABSTRACT

This study aims to analyze the influence of green marketing, environmental knowledge, and green trust on purchasing decisions with purchase interest as an intervening variable on consumers of Fore Coffee in Semarang.

The approach used is *nonprobability sampling*, the data obtained amounted to 157 respondents from consumers of Fore Coffee in Semarang who are at least 17 years old, know and understand Fore Coffee products, and have consumed Fore Coffee products by utilizing quantitative questionnaires through google forms consisting of closed questions and open-ended questions with an interval scale of 1-7. The analysis was carried out using the Structural Equation Model (SEM) method using AMOS software.

The results of the study stated that green marketing had a positive and significant effect on purchase intention, environmental knowledge had a positive and significant effect on purchase intention, green trust had a positive and significant effect on purchase intention, purchase intention had a positive and significant effect on purchase decisions, but green marketing, environmental knowledge, and green trust had a negative effect on purchase decisions.

Keywords: Green Marketing, Environmental Knowledge, Green Trust, Purchase Intention, Purchase Decision.



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