

ABSTRACT

This study aims to analyze the influence of Price, Green Trust Environmental Knowledge and Perceived Product Quality on purchase intention on Product Pertamina Series in Semarang. The variables used in this study are Price, Green Trust Environmental Knowledge and Perceived Product Quality as independent variables and purchase intention as the dependent variable. The samples used in this study were 100 respondents live in Semarang who have an interest to buy Pertamina Series Product.

The sampling in this study uses non probability sampling with purposive sampling technique using a questionnaire as a method of data collection. The analysis used is Multiple Linear Analysis using SPSS 22 analysis tools.

The result in this study indicates Price, Green Trust Environmental Knowledge and Perceived Product Quality has a positive and significant influence on purchase intention Pertamina Series.

Keywords: Price, Green Trust Environmental Knowledge and Perceived Product Quality, Purchase Intention.