

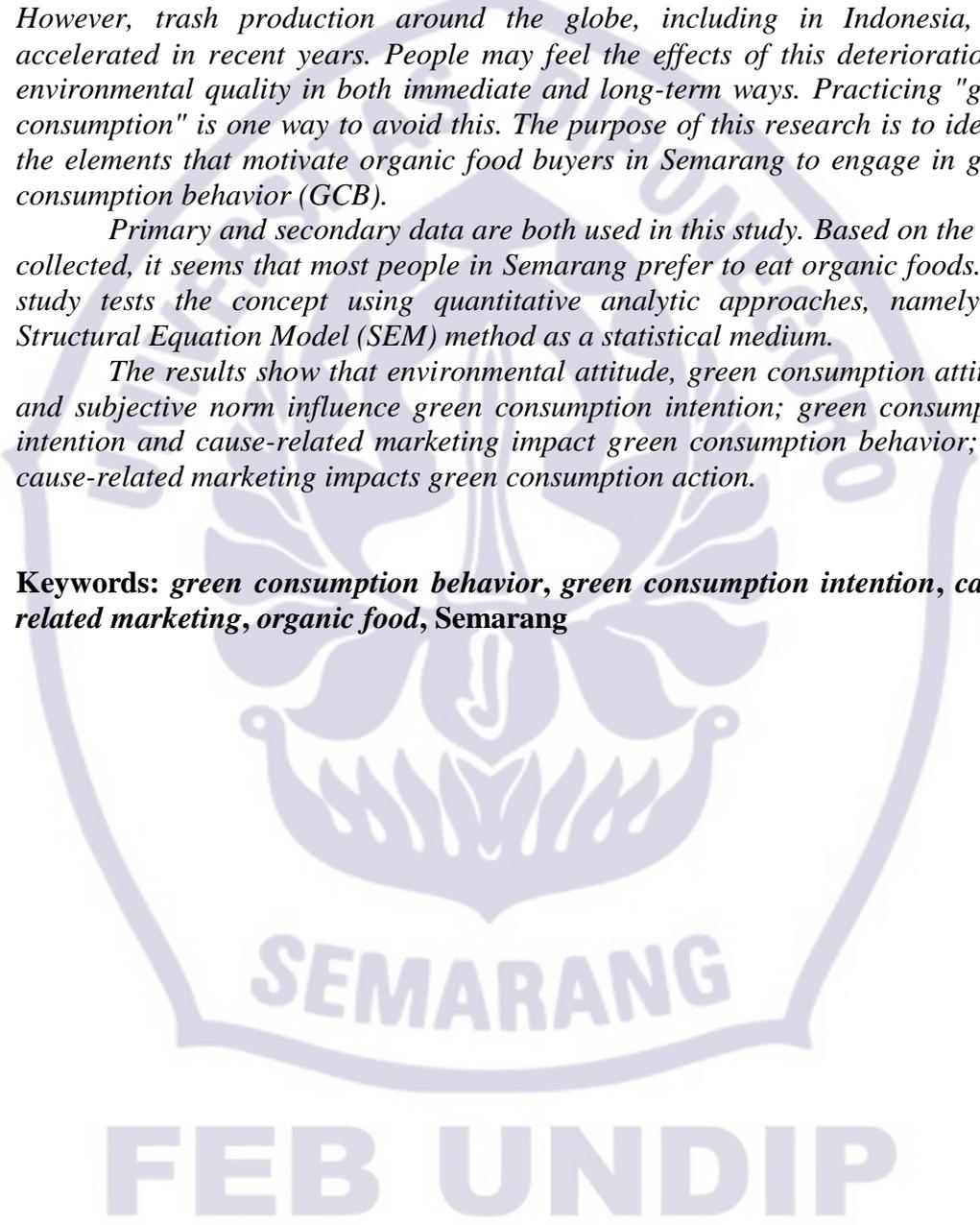
## **ABSTRACT**

*One of the things that keeps people alive is the natural world. Water, land, and air are all essential to human survival, and they are gifts from Mother Nature. However, trash production around the globe, including in Indonesia, has accelerated in recent years. People may feel the effects of this deterioration in environmental quality in both immediate and long-term ways. Practicing "green consumption" is one way to avoid this. The purpose of this research is to identify the elements that motivate organic food buyers in Semarang to engage in green consumption behavior (GCB).*

*Primary and secondary data are both used in this study. Based on the data collected, it seems that most people in Semarang prefer to eat organic foods. The study tests the concept using quantitative analytic approaches, namely the Structural Equation Model (SEM) method as a statistical medium.*

*The results show that environmental attitude, green consumption attitude, and subjective norm influence green consumption intention; green consumption intention and cause-related marketing impact green consumption behavior; and cause-related marketing impacts green consumption action.*

**Keywords:** *green consumption behavior, green consumption intention, cause-related marketing, organic food, Semarang*



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