

ABSTRACT

Climate change and environmental degradation have encouraged both consumers and businesses to become more concerned about sustainability practices. This study aims to analyze the influence of environmental knowledge and green marketing on brand equity, with environmental attitude as a mediating variable. The research was conducted on Fore Coffee consumers in Semarang City, who are increasingly aware of the importance of environmentally friendly business practices.

This study employs a quantitative approach using a survey method and data analysis through Structural Equation Modeling (SEM) with the assistance of AMOS. A total of 180 respondents were selected using purposive sampling, targeting consumers who had previously purchased Fore Coffee products in Semarang. The research instruments were tested through validity and reliability tests to ensure the feasibility of the measurement tools before the main data collection.

The results indicate that environmental knowledge and green marketing have a significant influence on environmental attitude and brand equity. Environmental attitude also has a significant effect on brand equity and serves as a mediating variable between the two independent variables and the dependent variable. These findings suggest that enhancing environmental knowledge and implementing effective green marketing strategies can strengthen consumers' perception of a brand. This study implies that companies, especially in the F&B industry, should improve environmental education and effectively communicate sustainability values to reinforce brand positioning in the eyes of consumers.

Keywords: *Environmental Knowledge, Green Marketing, Environmental Attitude, Brand Equity*