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# THE INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS, ENVIRONMENTAL CONCERN, AND ENVIRONMENTAL KNOWLEDGE ON ATTITUDES AND THEIR IMPLICATIONS ON GREEN PURCHASE INTENTION OF ECO-FRIENDLY HOMES

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## ABSTRACT

This study aims to determine and explain the influence of environmental consciousness, environmental concern, and environmental knowledge on green purchase intentions with attitude as a moderating variable. This type of research is a quantitative approach. The sample used was 160 visitors to the Bintaro Jaya housing at the marketing gallery office. The sampling technique used was purposive sampling. The data collection method used is an online questionnaire. Data processing using SmartPLS 3.0. The results of this research indicate that: 1) Environmental consciousness had a significant positive effect on attitudes, 2) Environmental concern had a positive and insignificant effect on attitudes, 3) Environmental knowledge is proven to had a significant positive effect on attitudes, 4) Attitude had a significant positive effect on the purchase intention of eco-friendly home products, 5) Environmental consciousness is proven to had a significant positive effect on the purchase intention of eco-friendly home products, 6) Environmental concern had a significant positive effect on the purchase intention eco-friendly home products, 7) Environmental knowledge had a positive and insignificant effect on the purchase intention eco-friendly home products, 8) Mediation effect attitude had a significant positive effect on environmental consciousness on purchase intention for eco-friendly home products, 9) Mediation effect attitude had a positive and insignificant effect on environmental concern on purchase intentions for eco-friendly home products, 10) Mediation effect attitude had a significant positive effect on environmental knowledge on purchase intention for eco-friendly home products.

**Keywords:** environmental consciousness, environmental concern, environmental knowledge, attitude, and green purchase intention.

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## INTRODUCTION

Global warming is one of the big phenomena the world is currently facing. Environmental problems are caused by many factors, including industrial and technological developments. Human social-economic activities (anthropogenic) make a significant contribution to increasing global temperatures, such as changes in land use due to population growth in an area. Population growth will continue from year to year, of course, sustainable growth in housing needs is expected to be in line with population growth.

The increase in dense development in urban areas reduces the amount of green space and many of these buildings exceed the ideal threshold. Continuously built housing development will reduce the water catchment area and the green area will also be reduced. The city's problems are exacerbated by the phenomenon of climate change which makes life in the city uncomfortable to live in. The concept of an environmentally friendly house is expected to be able to reduce the phenomenon of global warming.

Literally, an eco-friendly house can be interpreted as the concept of a residential house built from an environmental point of view without elements and materials that make nature damaged. In realizing the concept of environmentally friendly houses, it consists of six categories: 1) Land Use, 2) Energy Efficiency and Conservation, 3) Water Conservation, 4) Material Cycles and Sources, 5) Health and Comfort in Space, 6) Building Environmental Management.

To reduce the effects of global warming, one way that can be applied to protect the earth is to apply the concept of an eco-friendly home. Many housing developers especially in big cities are beginning to consider eco-friendly programs as a marketing model. PT. Jaya Real Property, Tbk established in 1979 is one of the residential property developers with the concept of eco-friendly houses. U-Ville cluster launched PT. Jaya Real Property, Tbk is one of the housing with an eco-friendly concept that is in demand by the people of Indonesia, but the realization of house sales in U-Ville housing still cannot meet the sales target. This can be seen in the target and realization of housing sales in U-Ville in 2019 to 2021.

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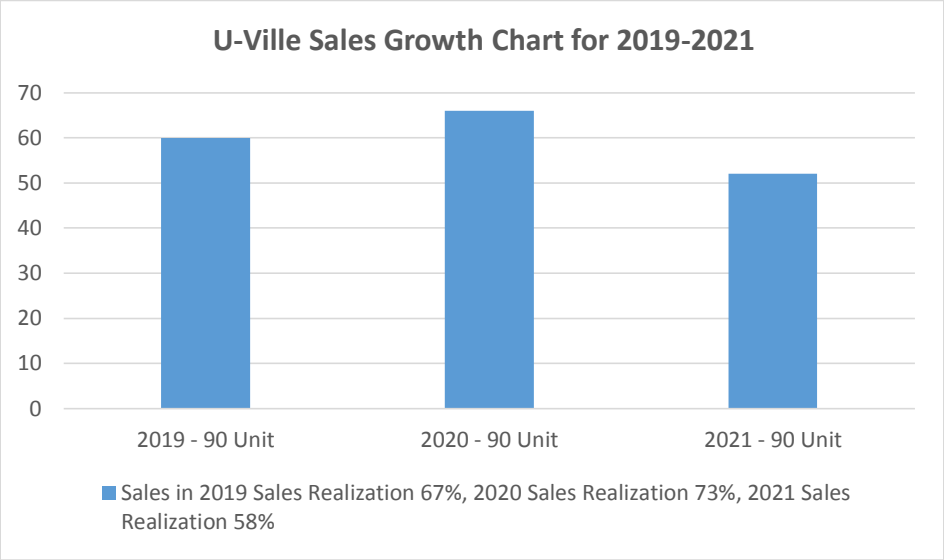


**Figure 1 U-Ville House Sales Graph for 2019-2022**

U-Ville Bintaro Jaya housing sales have not reached the target set by the company due to the relatively low awareness, knowledge and concern of Indonesian consumers for eco-friendly housing resulting in relatively low interest in purchasing. And there are still many Indonesian people who have the misunderstanding that they think that an eco-friendly house is a residence that is expensive and unaffordable.

Based on all these descriptions the researcher intends to examine "The influence of environmental consciousness, environmental concern and environmental knowledge on Attitudes and their implication on green purchase intention oc eco-friendly homes"

## THEORETICAL FOUNDATION

### Green Purchase Intention (Y)

According to Junaedi (2017) "purchase intention of green products is a person's desire or expression to commit to activities that support environmental friendliness". Meanwhile, according to Wiranto and Adialita (2020) said that "green purchase intention is described as the possibility that someone specifically chooses products with environmentally friendly features compared to other conventional products in their purchase considerations".

### Attitude (Z)

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Attitude is a psychological feeling, which is driven by consumer judgment. A behavior tends to be more positive, if the psychological emotion is also positive (Sari et al., 2019). Meanwhile, according to Kucuk et al., (2020) Attitude is the giving of a positive or negative value to something related to the attitude or behavior they perceive. Tangible things can be products, services, advertisements, brands, or things that can be appreciated by consumers. Usually, attitude is a tool for evaluating one's beliefs to reflect one's dislike and liking for an object (Sudaryati et al., 2017).

**Environmental Consciousness (X1)**

According to Neolaka (in Retno Jamanti, 2014) states that "environmental consciousness is a person's awareness of the environment, and this can be reflected in everyone's behavior and actions". Meanwhile, according to Jhanji & Sarin (2018) environmental consciousness is a human psychological factor modifying behavior to support and protect the environment Someone who is environmentally conscious is someone who cares about the environment and shows environmentally friendly behavior such as recycling, saving energy and not using plastic bags.

**Environmental Concern (X2)**

According to Angelovska et al., (2012) said that "environmental concern is a possible predictive tool for environmentally friendly product buying behavior". Corraliza (2001; in Sanchez-Llorens et al., 2019) states that "environmental consciousness occurs when a person performs an action that can reduce adverse impacts on the environment, if the action is based on values, beliefs, or rules in a group/social". "Environmental concern is as an attitude towards environmental impacts that have already occurred or occur" (Hessami and Yousefi, 2013). Some people interpret their concern for the environment by using green products to improve the quality of the environment and the quality of life

**Environmental Knowledge (X3)**

According to Mostafa (2006) in Aman et al., (2012) explains environmental knowledge, namely knowledge about something that someone knows about the environment, the main relationships that lead to environmental impacts and the shared responsibility needed for consistent development. In addition, according to Lin & Niu (2018) environmental knowledge is information that a person has about interactions between humans and their environment.

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## PREVIOUS RESEARCH

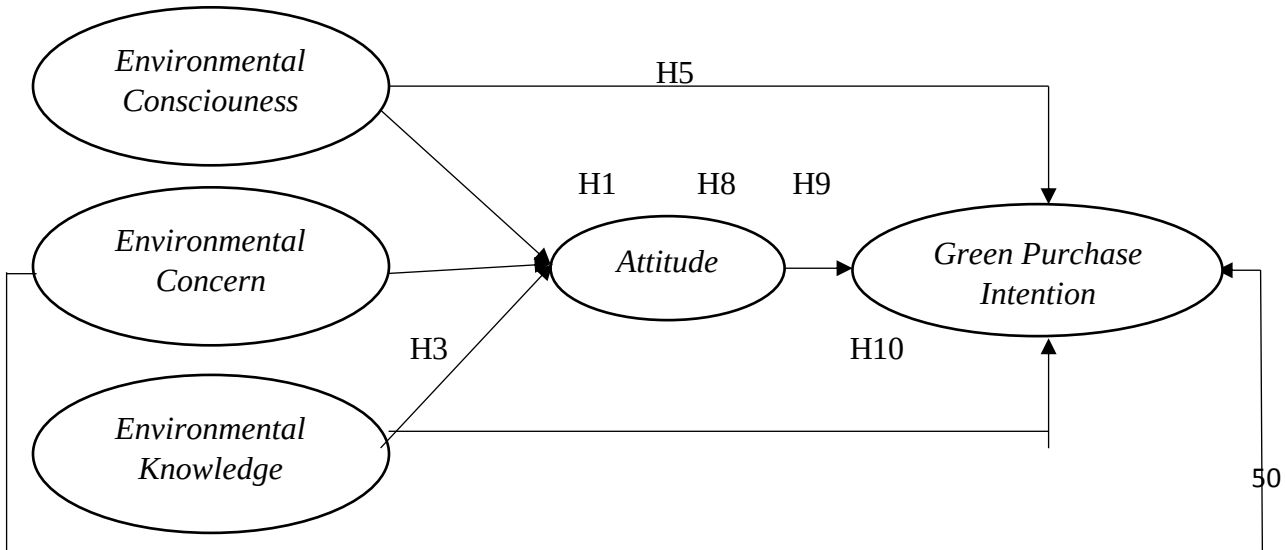
Research conducted by Laulita et al., (2022) says that environmental concern has a positive and significant effect on purchase intention. The variable relationship between attitude and purchase intention shows that there is an insignificant relationship, in other words the attitude variable to purchase intention has shown that a person does not always have positive thoughts about purchase intentions for a product.

Subsequent research was conducted by Kusuma et al., (2018) Environmental knowledge has a positive and significant effect on environmental attitudes. Knowledge as a very important basis for the formation of one's actions because consumers will act in accordance with the knowledge possessed by these consumers. The results of the study show that environmental knowledge has a significant and positive effect on green purchasing intentions.

Subsequent research was conducted by Chu (2018) Significant mediating effects of attitudes, environmental awareness, health awareness, and subjective norms in predicting consumer behavior intentions. It's important to convince consumers that they can make a difference in the environment and their health by eating organic food.

Research conducted by Yona (2020) environmental knowledge (knowledge of the environment) has a positive and insignificant effect on green purchase intention (intention to buy green products). Consumer knowledge about the environment will make someone use environmentally friendly products.

## RESEARCH HYPOTHESES



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H7

` H6

**Figure 2 Conceptual Framework**

In the picture of the conceptual framework, the hypotheses obtained from the current research are:

H1 : Environmental Consciousness has a positive and significant effect on Attitude

H2 : Environmental Concern has a positive and significant effect on Attitude

H3 : Environmental Knowledge has a positive and significant effect on Attitude

H4 : Attitude has a positive and significant effect on consumers Green Purchase Intention in purchasing eco-friendly homes

H5 : Environmental Consciousness has a positive and significant effect on consumers Green Purchase Intention in purchasing eco-friendly homes

H6 : Environmental Concern has a positive and significant effect on Green Purchase Intention of consumers in purchasing eco-friendly homes

H7 : Environmental Knowledge has a positive and significant effect on consumers Green Purchase Intention in purchasing eco-friendly homes

H8 : Attitude acts as a mediation between the relationship between Environmental Consciousness and Green Purchase Intention in purchasing eco-friendly houses

H9 : Attitude acts as a mediation between the relationship between Environmental Concern and Green Purchase Intention in purchasing eco-friendly houses

H10: Attitude acts as a mediation between the relationship between Environmental Knowledge and Green Purchase Intention in purchasing eco-friendly homes

## RESEARCH METHOD

### Research Objects and Subjects

The object of this research consists of environmental conscientiousness, environmental concern, environmental knowledge, attitude and green purchase intention variables.

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The subjects in this study were Indonesian people who visited the marketing gallery office of PT. Jaya Real Property, Tbk which intends to buy U-Ville housing products that are environmentally friendly.

**Population and Sample**

According to Silaen (2018) "Population is the whole of objects or individuals who have certain characteristics (characteristics) to be studied". In this study the target population for research is a person or community who visits the Bintaro Jaya marketing gallery office.

In one study, "the sample is part of the number and characteristics of the population" (Sugiyono, 2016). Therefore, the sample must be representative of the population to ensure that a study can generalize the findings from the sample to the entire population (Naimatul, 2014). In this study the sampling method used was purposive sampling, using a survey method, with a questionnaire as an instrument for data collection.

In determining the number of representative samples according to Hair et al., (1995 in Kiswati 2010), that is depending on the number of indicators multiplied by 5 to 10. When using Structural Equation Modeling (SEM), that is, at least 100 samples (Ferdinand, 2005). According to Ghozali (2014) "in the SEM method the sample size is between 100-200". The formula for calculating the number of samples is as follows:

| Number of indicators x (number 5-10) = Number of samples > 100 |
|---|

From the sample calculation formula, so that in this study, the number of samples to be calculated is:

Number of indicators = Indicators x 8

= 20 x 8

**= 160 respondent sample**

**Data analysis technique**

The analysis techniques used in this research are statistical or quantitative analysis, instrument testing (validity & reliability), R-Square testing ($R^2$), f-Square testing ($f^2$), Q-Square testing ($Q^2$), and mediation testing using the program SPSS 3.0 for windows (Statistical Product and Services Solutions)

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## DATA ANALYSIS AND DISCUSSION

### Data analysis

Respondent characteristic data is respondent data taken to determine the profile of respondents who participated in the study. Based on the results of the research conducted, the profiles of 160 respondents who had taken part in the survey filled out the research questionnaire. Respondents to environmentally friendly houses as a sample were 160 respondents. When viewed from gender, in this study dominated by men with a percentage of 60%. When viewed from the age, dominated by the age of 41-50 years with a percentage of 38.10%. When viewed from the marital status, it is dominated by married status with a percentage of 71.90%. When viewed from the level of education dominated by the last level of education Diploma, S1, S2, and S3 with a percentage of 74.40%. If you look at the work, it is dominated by private/state employees with a percentage of 47.50%. And when viewed from income, in this study income was dominated by 20-50 million with a percentage of 48.80%.

### Measurement Model Test (Outer Model)

### Validity test

### Convergent Validity

Convergent validity has the objective of knowing the validity of each relationship between indicators and their constructs or latent variables. Based on the convergent validity loading factor test, the result is above 0.70, meaning that all indicators meet the convergent validity requirements.

**Table 1 Convergent Validity Test Results**

| Variable | Indicator | Outer Loading (Factor Loading) | Information |
|---|---|---|---|
| *Environmental Consciouness* | X1.EC1 | 0.816 | Valid |
| | X1.EC2 | 0.792 | Valid |
| | X1.EC3 | 0.728 | Valid |
| | X1.EC4 | 0.840 | Valid |
| | X1.EC5 | 0.841 | Valid |
| *Environmental* | X2.EC1 | 0.787 | Valid |

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| | | | |
|---|---|---|---|
| *Concern* | X2.EC2 | 0.858 | Valid |
| | X2.EC3 | 0.764 | Valid |
| | X2.EC5 | 0.859 | Valid |
| *Environmental Knowledge* | X3.EK1 | 0.812 | Valid |
| | X3.EK2 | 0.837 | Valid |
| | X3.EK3 | 0.777 | Valid |
| | X3.EK4 | 0.759 | Valid |
| | X3.EK5 | 0.724 | Valid |
| *Green Purchase Intention* | Y.GP1 | 0.861 | Valid |
| | Y.GP2 | 0.822 | Valid |
| | Y.GP3 | 0.852 | Valid |
| | Y.GP4 | 0.865 | Valid |
| | Y.GP5 | 0.811 | Valid |
| *Attitude* | Z.AT1 | 0.848 | Valid |
| | Z.AT2 | 0.878 | Valid |
| | Z.AT3 | 0.823 | Valid |
| | Z.AT4 | 0.870 | Valid |
| | Z.AT5 | 0.817 | Valid |

Source: PLS.3.0 Processing Results

In addition, Convergent Validity is measured based on the Average Variance Extracted (AVE) value (Jogiyanto, 2011). According to Wong K., 2013 & Sarstedt et al., (2017) "A good and acceptable Average Variance Extracted (AVE) value is 0.50 or more". In table 2 it can be seen that the Average Variance Extracted (AVE) values are all above > 0.50, which means that each construct can explain 50% or more of the variance of the items, and the AVE value is considered to have fulfilled the requirements and there are no convergent validity problems in the model tested.

**Table 2. Average Variance Extracted (AVE) Test Results**

| Variable | Average Variance Extracted (AVE) |
|---|---|
| Attitude | 0.718 |
| Environmental Concern | 0.669 |
| Environmental Consciouness | 0.647 |
| Environmental Knowledge | 0.613 |

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| | |
|---|---|
| Green Purchase Intention | 0.710 |

Source: PLS.3.0 Processing Results

***a. Discriminant Validity***

According to Henseler et al., (2015) "To see that this study has good discriminant validity, there are two stages that need to be done, namely the results of Cross Loading and Fornell-Lacker Criterian and Heterotrait-Monotrait (HTMT)".

In table 3, it can be seen that the cross loading value of each item against the construct is higher than other constructs. From the results of data processing with SmartPLS, it shows that there are no problems with discriminant validity. Because all indicators have a higher correlation coefficient with each construct when compared to the indicator correlation coefficient on the construct block in other columns.

**Table 3 Cross Loading Test Results**

| Variable | Environmental Consciouness | Environmental Concern | Environmental Knowledge | Green Purchase Intention | Attitude |
|---|---|---|---|---|---|
| X1.EC1 | 0.816 | 0.205 | 0.310 | 0.555 | 0.541 |
| X1.EC2 | 0.792 | 0.275 | 0.496 | 0.566 | 0.642 |
| X1.EC3 | 0.728 | 0.123 | 0.198 | 0.403 | 0.409 |
| X1.EC4 | 0.840 | 0.234 | 0.330 | 0.562 | 0.601 |
| X1.EC5 | 0.841 | 0.263 | 0.377 | 0.581 | 0.613 |
| X2.EC1 | 0.184 | 0.787 | 0.342 | 0.281 | 0.252 |
| X2.EC2 | 0.263 | 0.858 | 0.374 | 0.396 | 0.270 |
| X2.EC3 | 0.162 | 0.764 | 0.293 | 0.273 | 0.215 |
| X2.EC5 | 0.282 | 0.859 | 0.505 | 0.413 | 0.357 |
| X3.EK1 | 0.326 | 0.404 | 0.815 | 0.431 | 0.416 |
| X3.EK2 | 0.483 | 0.404 | 0.842 | 0.609 | 0.581 |
| X3.EK3 | 0.272 | 0.242 | 0.771 | 0.345 | 0.384 |
| X3.EK4 | 0.305 | 0.520 | 0.764 | 0.372 | 0.326 |
| X3.EK5 | 0.241 | 0.279 | 0.715 | 0.283 | 0.341 |
| Y.GP1 | 0.566 | 0.401 | 0.534 | 0.862 | 0.622 |
| Y.GP2 | 0.495 | 0.386 | 0.415 | 0.821 | 0.577 |
| Y.GP3 | 0.643 | 0.317 | 0.428 | 0.851 | 0.649 |
| Y.GP4 | 0.614 | 0.382 | 0.505 | 0.865 | 0.672 |

| | | | | | |
|---|---|---|---|---|---|
| Y.GP5 | 0.493 | 0.313 | 0.426 | 0.811 | 0.612 |
| Z.AT1 | 0.541 | 0.375 | 0.529 | 0.613 | 0.848 |
| Z.AT2 | 0.616 | 0.230 | 0.415 | 0.633 | 0.878 |
| Z.AT3 | 0.651 | 0.312 | 0.470 | 0.626 | 0.823 |
| Z.AT4 | 0.597 | 0.259 | 0.459 | 0.615 | 0.870 |
| Z.AT5 | 0.590 | 0.277 | 0.439 | 0.666 | 0.817 |

Source: PLS.3.0 Processing Results

Then proceed to testing the Fornell Larcker criterion which is one of the steps used in conducting discriminant validity tests. From the results of the Fornell Larcker criterion test below, it is known that the AVE square root value of each construct is higher than the correlation value between the constructs and the other constructs in the model, so it can be stated that the Fornell Larcker criterion test has met the criteria and has a good discriminant validity value .

**Table 4 Fornell Larcker Criterion Test Results**

| Variable | Attitude | Environmental Concern | Environmental Consciouness | Environmental Knowledge | Green Purchase Intention |
|---|---|---|---|---|---|
| Attitude | 0.848 | | | | |
| Environmental Concern | 0.343 | 0.818 | | | |
| Environmental Consciouness | 0.708 | 0.281 | 0.805 | | |
| Environmental Knowledge | 0.545 | 0.475 | 0.437 | 0.782 | |
| Green Purchase Intention | 0.745 | 0.427 | 0.671 | 0.550 | 0.842 |

Source: PLS.3.0 Processing Results

In addition, according to Henselet et al., (2015) there is a new criterion for testing Discriminant Validity, namely by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. According to Heseler et al., (2015) "recommended HTMT values should be less than 0.85 and not more than 0.90 is still considered sufficient to ensure discriminant validity between the two reflective constructs". Based on the results of the HTMT test presented

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in Table 5, it was revealed that the overall value of HTMT was below 0.9 (<0.9) so it can be concluded that based on HTMT calculations the entire construct was valid with discriminant validity.

**Table 5 Test Results of Heterotrait-Monotrait Ratio (HTMT)**

| | Attitude | Environmental Concern | Environmental Consciouness | Environmental Knowledge |
|---|---|---|---|---|
| Attitude | | | | |
| Environmental Concern | 0.384 | | | |
| Environmental Consciouness | 0.789 | 0.312 | | |
| Environmental Knowledge | 0.597 | 0.544 | 0.472 | |
| Green Purchase Intention | 0.826 | 0.480 | 0.749 | 0.594 |

Source: PLS.3.0 Processing Results

**Reliability Test**

The final stage is evaluating the outer model. The purpose of the Outer Model is to test the reliability of the model. A construct has good reliability or a questionnaire is used as a reliable and consistent research tool if the composite reliability and Cronbach's alpha values are ≥0.70. Table 6 shows that the composite reliability and Cronbach's alpha values are above ≥ 0.70, it can be stated that the questionnaire used for this study is reliable, consistent and feasible for research.

**Table 6 Composite Reliability Test Results and Cronbach's Alpha**

| Variable | Cronbach's Alpha | Composite Reliability | Information |
|---|---|---|---|
| Attitude | 0.902 | 0.927 | Reliable |
| Environmental Concern | 0.837 | 0.890 | Reliable |
| Environmental Consciouness | 0.864 | 0.901 | Reliable |
| Environmental Knowledge | 0.845 | 0.888 | Reliable |
| Green Purchase Intention | 0.898 | 0.924 | Reliable |

Source: PLS.3.0 Processing Results

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**Structural Model Test (Inner Model)**

The structural model test is the development of a concept- and theory-based model in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. Following are the steps for testing the structural model:

**R-Square Value ($R^2$)**

**Table 7 R-Square Value Test Results ($R^2$)**

| Variable | R Square |
|---|---|
| Attitude | 0.572 |
| Green Purchase Intention | 0.635 |

Source: PLS.3.0 Processing Results

Based on table 7 above, the results of the R-Square (R2) value for the Attitude variable are 0.572 or 57.2%. This means that the Attitude variable is influenced by three independent variables, namely Environmental Consciousness, Environmental Concern, and Environmental Knowledge. And the remaining 42.8% is influenced by other variables that are not precise in this research variable. Then the R-square for the Green Purchase Intention variable is 0.635 so it can be stated that the Green Purchase Intention variable is influenced by the Attitude, Environmental Consciousness, Environmental Concern, and Environmental Knowledge variables by 63.5% and the remaining 36.5% is influenced by other variables outside the model this research.

**Coefficient of Determination f-Square ($f^2$)**

The f-Square (Effect Size) test is used to determine the effect of exogenous variables on endogenous variables. Table 8 shows that the greatest f-Square value is in the effect of Environmental Concern on Attitude, and the smallest effect is in the effect of Environmental Concern on Attitude.

**Table 8 f-Square Test Results Effect of Independent Variables on Attitude and Green Purchase Intention**

| Variable | Atttitude | Information | Green Purchase Intention | Information |
|---|---|---|---|---|
| Attitude | | | 0.228 | Great |
| Environmental Concern | 0.005 | Small | 0.042 | Small |
| Environmental Consciouness | 0.621 | Great | 0.094 | Small |

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| | | | | |
|---|---|---|---|---|
| Environmental Knowledge | 0.114 | Small | 0.027 | Small |

Source: PLS.3.0 Processing Results

**Predictive Relevance Value Test (Q-Square)**

Q-Square is a predictive relevance which aims to measure whether a model has predictive relevance or not.

**Redundancy Test of Variable Construct Validation Cross**

Redundancy Testing of Variable Construct Cross Validation is used to make model predictions and estimate how accurate a predictive model is when run in practice. Based on table 9, the results of the construct cross-validation redundancy test show that the results of predictive relevance calculations show a Q2 value = 0.399 for the Attitude variable and a Q2 value = 0.441 for the Green Purchase Intention variable. The calculation results show a prediction of relevance value > 0, so that the model can be declared feasible and has a relevant predictive value.

**Table 9 Redundancy Test Results of Cross Validation of Variable Constructs**

| Variable | SSO | SSE | $Q^2$ (=1-SSE/SSO) |
|---|---|---|---|
| Attitude | 800.000 | 480.656 | 0.399 |
| Green Purchase Intention | 800.000 | 447.241 | 0.441 |

Source: PLS.3.0 Processing Results

**Hypothesis test**

The hypothesis in this study can be known from the calculation of the model using the PLS bootstrap. The bootstrapping test also aims to minimize problems with abnormal research data (Rozandy, 2013). The T-statistical value for each relationship or path is obtained from the bootstrapping calculation results. According to Jogiyanto, (2011) "The hypothesis can be accepted if the T-statistic value is greater than 1.64". So that the output value is obtained as follows:

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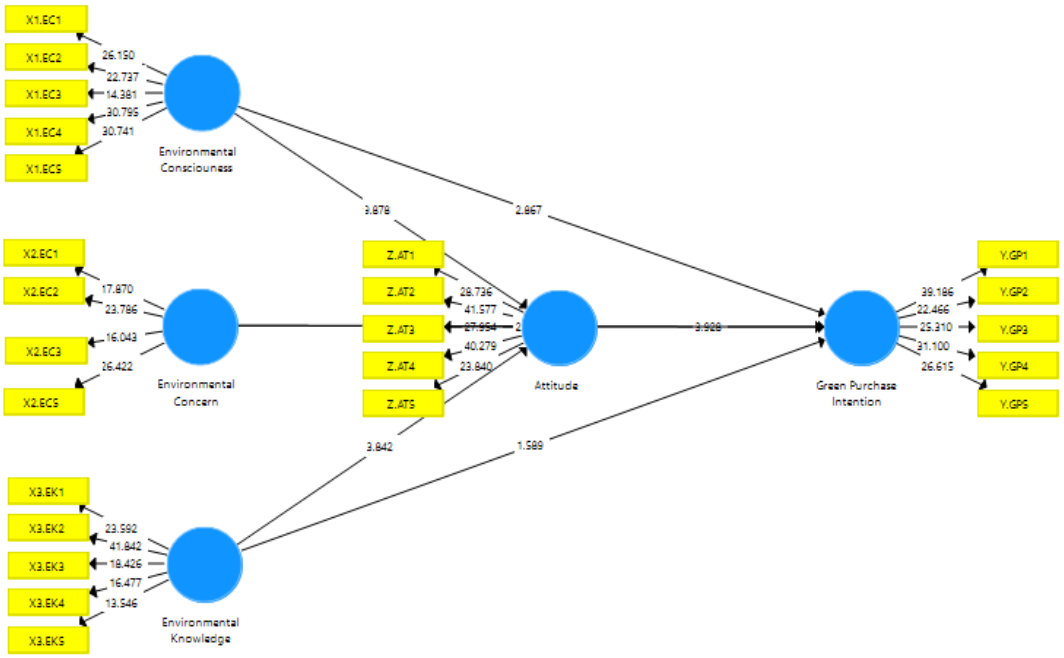


**Figure 2 Bootstrapping Test Results**

Source: PLS.3.0 Processing Results

**Discussion**

This study aims to determine the factors that influence consumer purchase intentions mediated by Attitude in environmentally friendly homes. Furthermore, testing of these factors was carried out through hypotheses and analyzed using the smartPLS 3.0 application with the resulting T-Statistic value higher than 1.96 (> 1.96).

1. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.576 and the T-Statistic value is 9.878, so that the influence of environmental conscientiousness on attitude gets positive and significant results.
2. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.053 and the T-Statistic value is 0.873, so that the effect of environmental concern on attitude is positive and not significant.
3. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.269 and the T-Statistic value is 3.842, so that the influence of environmental knowledge on attitude gets positive and significant results

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4. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.441 and the T-Statistic value is 3.928 so that the influence of attitude towards green purchase intention gets positive and significant results.
5. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.263 and the T-Statistic value is 2.867, so that the influence of environmental consciousness on green purchase intention gets positive and significant results.
6. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.142 and the T-Statistic value is 2.756, so that the influence of environmental concerns on green purchase intention gets positive and significant results.
7. Based on the results of the analysis that has been carried out, the final result is that the original sample value is 0.127 and the T-Statistic value is 1,589, so that the effect of environmental knowledge on green purchase intention is positive and not significant.
8. Based on the results of the analysis that has been carried out, the mediating effect of Attitude on environmental consciousness on green purchase intention obtained positive and significant results, this is evidenced by the original sample value of 0.254 and the T-Statistic value of 3.672.
9. Based on the results of the analysis that has been carried out, the mediating effect of attitude on environmental concern towards green purchase intention is positive and not significant, this is evidenced by the original sample value of 0.023 and the T-Statistic value of 0.835.
10. Based on the results of the analysis that has been carried out, the mediating effect of attitude on environmental knowledge on green purchase intention has positive and significant results, this is evidenced by the original sample value of 0.119 and the T-Statistic value of 2.722.

## CONCLUSION

1. The results of the data show that Environmental Consciousness has a positive and significant effect on Attitude.
2. The results of the data show that Environmental Concern has a positive and not significant effect on Attitude.

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3. The results of the data show that Environmental Knowledge has a positive and significant effect on Attitude.
4. The results of the data show that Attitude has a positive and significant effect on Green Purchase Intention.
5. The results of the data show that Environmental Consciousness has a positive and significant effect on Green Purchase Intention.
6. The results of the data show that Environmental Concern has a positive and significant effect on Green Purchase Intention.
7. The results of the data show that Environmental Knowledge has a positive and not significant effect on Green Purchase Intention
8. The results of the data show that the Attitude Mediation Effect has a positive and significant effect on Environmental Consciousness on Green Purchase Intention in purchasing eco-friendly homes
9. The results of the data show that the Attitude Mediation Effect has a positive and not significant effect on Environmental Concern on Green Purchase Intention in purchasing eco-friendly homes
10. The results of the data show that the Attitude Mediation Effect has a positive and significant effect on Environmental Knowledge on Green Purchase Intention in purchasing eco-friendly homes

## SUGGESTION

Future research can conduct more extensive research, this research can be carried out again at different locations, because each region may have different consumer characteristics and this research can also be carried out again using the same variables but the objects studied are different, such as products which is environmentally friendly besides home.

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