

ABSTRACT

Rudy Hermanto (NIM 09.2.401) "ANALYSIS OF EFFECT OF KNOWLEDGE AND ATTITUDES CONSUMER PURCHASE DECISION an environmental FRIENDLY TUPPERWARE ECO DRINK BOTTLE ON" under the guidance of Mr.Andreas Sarjono.

This study aimed to examine the effect of knowledge and attitudes of consumers in making purchasing decisions in terms of environmentally friendly products are eco bottle Tupperware. more and more knowledge about the environment and the consumers who use the product can influence consumer attitudes to make decisions that will purchase decision could bring a positive impact for consumers and for the environment. The population in this study were people or consumers who use eco bottle Tupperware. The sample obtained in this study was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 17.0. The results show that consumers pengetahuan variable (X1), consumer attitudes (X2), has an influence on purchasing decisions on environmentally friendly products eco bottle Tupperware.

Keywords: environmentally friendly products, eco labels, environment, purchasing decisions, consumer attitudes, consumer knowledge.