

# Persepsi terhadap environmental advertisement dan environment friendly product sebagai variabel mediasi antara environmental attitudes terhadap purchase intention produk low cost green car = Perception of environmental advertisement and environment friendly product as mediating variable between environmental attitudes and purchase intention of low cost green car

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini dilakukan untuk menggambarkan pengaruh dari environmental attitudes dari konsumen yang terdiri dari perasaan bertanggung jawab terhadap lingkungan, nilai terhadap lingkungan dan pengetahuan mengenai lingkungan terhadap persepsi dari iklan lingkungan dan persepsi dari produk ramah lingkungan. Persepsi yang dimiliki konsumen tersebut akan mengarahkan pada intensi pembelian terhadap mobil ramah lingkungan dengan harga terjangkau. Dalam penelitian ini menggunakan mobil ramah lingkungan dengan harga terjangkau sebagai objek penelitian. Dalam penelitian ini akan menunjukkan intensi pembelian terhadap mobil ramah lingkungan dengan harga terjangkau yang dipengaruhi oleh environmental attitudes serta persepsi yang diterima konsumen dari iklan lingkungan serta produk ramah lingkungan;

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<b>ABSTRACT</b><br>

This study conducted to describe the effects of consumers? environmental attitude which consist of responsibility feeling towards environmental issue, environmental values and environmental knowledge on perception of environmental advertisement and environment-friendly product. Consumers? perception will lead to intention to purchase low cost green car. This study will use low cost green car as research object. In this research will show consumers? purchase intention on low cost green car which will influenced by environmental attitudes and consumers? perception on environmental advertisement and environment-friendly product.;This study conducted to describe the effects of consumers? environmental attitude which consist of responsibility feeling towards environmental issue, environmental values and environmental knowledge on perception of environmental advertisement and environment-friendly product. Consumers? perception will lead to intention to purchase low cost green car. This study will use low cost green car as research object. In this research will show consumers? purchase intention on low cost green car which will influenced by environmental attitudes and consumers? perception on environmental advertisement and environment-friendly product.;This study conducted to describe the effects of consumers? environmental attitude which consist of responsibility feeling towards environmental issue, environmental values and environmental knowledge on perception of environmental advertisement and environment-friendly product. Consumers? perception will lead to intention to purchase low cost green car. This study will use low cost green car as research object. In this research will show consumers? purchase intention on low cost green car which will influenced by environmental

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