

ABSTRACT

This research aims to find out how much influence green product knowledge, green brand image and green lifestyle have on green trust and their impact on green purchase intention with a survey of Gen-Z in Bandung City regarding reusable bag products. The research method used is a descriptive and verification method where the research data used is collected through distributing questionnaires with a total sample of 100 respondents. The research instrument was tested using validity and reliability tests. The data analysis methods used are path analysis, multiple correlation and coefficient of determination. The research results show that each variable gets an average score in the poor category. There is a positive and significant influence between green product knowledge, green brand image and green lifestyle on green trust and its impact on green purchase intention simultaneously, but partially only green brand image on green trust does not have a significant effect. Green trust can mediate the relationship between green product knowledge and green lifestyle on green purchase intention, but not the relationship between green brand image and green purchase intention.

***Keywords : Green Product Knowledge, Green Brand Image, Green Lifestyle,
Green Trust and Green Purchase Intention***