

ABSTRAK

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2015/15059154 : **Pengaruh *Health Consciousness, Environmental Attitudes Dan Environmental Knowledge* Terhadap *Green Purchase Intention* Cat Dulux Weathershield Di Kota Padang**

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This research aims to test and provide empirical evidence about the influence of health consciousness (environmental awareness), environmental attitudes (environmental attitudes) and environmental knowledge (environmental knowledge) Against Green Purchase intention (intention of purchasing green product) on Nippon Paint Green Choice Series product in Padang City. Samples of these studies were obtained based on purposive sampling methods. Data management in research is conducted using SPSS (Statistical Product and Service Solutions) version 20. The analytical techniques used are multiple linear analyses that serve to prove hypotheses to the study. The results of this research based on multiple linear analysis tests showed health consciousness, environmental attitudes and environmental knowledge, which positively and significantly affect the green purchase intention on Dulux Products Choice Series in Padang City.

Keywords: Health Consciousness, Environmental Attitudes, Environmental Knowledge, Green Purchase Intention, Dulux Weathershield.