

ABSTRAK

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PENGARUH ECSR, *GREEN ADVERTISING*, DAN *GREEN PACKAGING* TERHADAP *PURCHASE INTENTION* DENGAN *BRAND IMAGE* SEBAGAI VARIABEL MEDIASI PADA AIR MINUM DALAM KEMASAN MEREK AQUA DI INDONESIA

(xi + 86 halaman : 5 gambar, 29 tabel, 3 lampiran)

Kepedulian masyarakat terhadap limbah sampah yang meningkat mempengaruhi *lifestyle* masyarakat dan minat membeli suatu produk. Masyarakat cenderung berminat membeli barang-barang yang mendukung lingkungan sekitar. Penelitian ini ingin mengetahui pengaruh dari kegiatan ECSR, *green advertising*, dan *green packaging* oleh merek air minum dalam kemasan AQUA terhadap minat beli melalui mediasi variabel *brand image*. Penelitian ini menggunakan pendekatan kuantitatif melalui survey secara daring terhadap 140 sampel responden dan dianalisa menggunakan perangkat lunak Smart-PLS. Hasil dari penelitian ini menunjukkan apabila kegiatan ECSR, dan *green packaging* berpengaruh positif terhadap variabel mediasi *brand image*, hanya keterlibatan *green advertising* yang memiliki tidak berpengaruh secara signifikan terhadap variabel mediasi. Lalu minat beli sebagai variabel terikat mendapat pengaruh positif dari keterlibatan citra merek. *Brand image* berpengaruh *fully mediating* terhadap pengaruh kedua kegiatan ECSR, dan penggunaan *green packaging* terhadap *purchase intention* serta tidak memiliki pengaruh mediasi terhadap pengaruh *green advertising* kepada *purchase intention*. Sebagai implikasi manajerial, penelitian ini menunjukkan apabila kegiatan ECSR, *green advertising*, dan *green packaging* sebagai hal yang penting dilakukan oleh perusahaan air minum dalam kemasan.

Kata Kunci: *ECSR, green advertising, green packaging, brand image, purchase intention*

ABSTRACT

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THE EFFECT OF ECSR, GREEN ADVERTISING, AND GREEN PACKAGING ON PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING VARIABLE IN AQUA BOTTLED WATER BRAND IN INDONESIA

(xi + 86 pages : 5 images, 29 tables, 3 attachments)

Public concern for increasing waste waste affects people's lifestyles and interest in buying a product. People tend to be interested in buying goods that support the surrounding environment. This study wants to know the effect of ECSR, green advertising, and green packaging activities by the packaged drinking water brand AQUA on purchase intention through the mediation of brand image variables. This study used a quantitative approach through an online survey of 140 sample respondents and analyzed using the Smart-PLS software. The results of this study indicate that if ECSR activities and green packaging have a positive effect on the mediating variable brand image, only the involvement of green advertising has no significant effect on the mediating variable. Purchase intention as the dependent variable gets a positive influence from brand image involvement. Brand image has a fully mediating effect on the effect of both ECSR activities, and the use of green packaging on purchase intention and does not have a mediating effect on the effect of green advertising on purchase intention. As a managerial implication, this research shows that ECSR, green advertising, and green packaging are important activities carried out by bottled water companies.

Keyword: *ECSR, green advertising, green packaging, brand image, purchase intention*