

## ABSTRAK

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**PENGARUH *ENVIRONMENTAL CONCERN* DAN *HEALTH CONCERN* TERHADAP *PURCHASE INTENTION TO BUY ECO-FRIENDLY PACKAGED PRODUCTS* YANG DIMEDIASI OLEH *ATTITUDE TO BUY ECO-FRIENDLY PACKAGED PRODUCTS***

(xv + 121 halaman: 8 gambar; 32 tabel; 4 lampiran)

Dampak produksi plastik terhadap lingkungan menjadi masalah serius, terutama di Indonesia. Studi ini bertujuan untuk memahami pengetahuan, sikap, dan partisipasi masyarakat terkait pengelolaan sampah plastik, dengan fokus pada produk dengan kemasan ramah lingkungan pada perusahaan air minum dalam kemasan (AMDK) Danone AQUA, yang memperkenalkan Aqua Life, botol terbuat dari 100% bahan daur ulang. Hasil studi diharapkan memberikan wawasan tentang faktor-faktor yang memotivasi *purchase intention to buy eco-friendly packaged products* konsumen terhadap produk kemasan ramah lingkungan, dengan mengeksplorasi peran *environmental concern* dan *health concern*, serta *attitude to buy eco-friendly packaged products*. Studi ini memberikan kontribusi dalam pengembangan strategi pemasaran produk berkelanjutan dan meningkatkan pemahaman terkait faktor-faktor pengaruh *purchase intention to buy eco-friendly packaged products* konsumen di pasar Indonesia. Dalam menganalisis penelitian ini, digunakan metode PLS-SEM 4.0. Penyebaran kuesioner dilakukan melalui Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling* yaitu *purposive sampling*, karena setiap sampel yang akan diambil tidak memiliki peluang yang sama untuk dipilih yaitu terdapat spesifikasi terhadap responden yang sedang atau akan menggunakan air minum dalam kemasan (AMDK) merek Aqua Life di Jabodetabek. Penelitian dilakukan secara *online* melalui *platform* media sosial untuk mencapai responden target yang menggunakan produk Aqua Life dan berdomisili di wilayah Jabodetabek, Indonesia. Periode penelitian berlangsung dari September hingga November 2023, dengan total responden sebanyak 200 orang. Hasil penelitian menunjukkan bahwa variabel *health concern* dan *environmental concern*, serta *attitude to buy eco-friendly packaged products* secara positif berpengaruh terhadap *purchase intention to buy eco-friendly packaged products*. Selain itu, *health concern* dan *environmental concern* juga memiliki dampak positif terhadap *attitude to buy eco-friendly packaged products*.

**Kata Kunci:** *health concern, environmental concern, attitude to buy eco-friendly packaged products, purchase intention to buy eco-friendly packaged products, AMDK Aqua Life*

**Referensi:** 76, (1991-2023)

## **ABSTRACT**

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***THE INFLUENCE OF ENVIRONMENTAL CONCERN AND HEALTH CONCERN TOWARDS PURCHASE INTENTION TO BUY ECO-FRIENDLY PACKAGED PRODUCTS MEDIATED BY ATTITUDE TO BUY ECO-FRIENDLY PACKAGED PRODUCTS***

(xv + 121 pages: 8 pictures; 32 tables; 4 attachments)

*The impact of plastic production on the environment has become a serious issue, particularly in Indonesia. This study aims to understand the knowledge, attitudes, and participation of the community in relation to plastic waste management, with a focus on environmentally friendly packaged products at the bottled drinking water company Danone AQUA, which introduced Aqua Life, a bottle made from 100% recycled material. The study results are expected to provide insights into the factors motivating consumers' purchase intention to buy eco-friendly packaged products, exploring the roles of environmental concern and health concern, as well as attitude to buy eco-friendly packaged products. This study contributes to the development of sustainable product marketing strategies and enhances understanding of influencing factors on consumers' purchase intention to buy eco-friendly packaged products in the Indonesian market. The research employs the PLS-SEM 4.0 method for analysis. The questionnaire was distributed using purposive sampling, a non-probability sampling method, since each sample to be taken does not have an equal chance of being selected, specifically targeting respondents who are currently or will be using the bottled drinking water brand Aqua Life in the Jabodetabek area. The research was conducted online through social media platforms to reach the target respondents using Aqua Life products and residing in the Jabodetabek region, Indonesia. The research period took place from September to November 2023, with a total of 200 respondents. The research findings indicate that health concern and environmental concern, as well as attitude to buy eco-friendly packaged products, positively influence the purchase intention to buy eco-friendly packaged products. Furthermore, health concern and environmental concern also have a positive impact on the attitude to buy eco-friendly packaged products.*

**Keywords:** *health concern, environmental concern, attitude to buy eco-friendly packaged products, purchase intention to buy eco-friendly packaged products, Bottled Drinking Water Aqua Life*

**References:** 76, (1991-2023)