

ABSTRACT

The increasingly dynamic lifestyle and the need for practicality have led to an increase in bottled water consumption. Plastic materials have become the answer to the demand for packaging that is durable, portable, and cheap to produce. However, consumers who buy bottled water products often dispose of them improperly, or they end up in poorly managed waste disposal sites, causing environmental pollution. As a market leader in bottled water in Indonesia, Aqua introduces Aqua Life as a solution to this problem with environmentally friendly labels and packaging made from recyclable plastic.

This can increase consumer awareness of the environment when purchasing products. Another problem arises due to the contradiction in previous research. The research was conducted to analyze the influence of environmental-friendly labels and green packaging on purchasing decisions through environmental awareness as a mediating variable for Aqua Life bottled water consumers in Jabodetabek. The study involved 126 respondents who had purchased the product at least once in the last year and were domiciled in Jabodetabek. The data obtained was then analyzed quantitatively and structurally using Structural Equation Modeling (SEM) with the Analysis Moment of Structural (AMOS) version 24 program.

The results showed that all four hypotheses proposed were accepted. All of the accepted hypotheses are as follows: hypothesis 1 (there is a significant positive influence between environmentally friendly labels and environmental awareness), hypothesis 2 (there is a significant positive influence between green packaging and environmental awareness), hypothesis 3 (there is a significant positive influence between environmental awareness and purchasing decisions), hypothesis 4 (there is a significant positive influence between environmentally friendly labels and purchasing decisions), and hypothesis 5 (there is a significant positive influence between green packaging and purchasing decisions).

Keywords: *Eco-label, Green Packaging, Environmental Awareness, Purchase Decision.*