

ABSTRACT

Eco-labeling initiatives have emphasized not only agriculture and aquaculture-derived foods, but also wild-caught seafood products in recent years, such as Dolphin-Safe and MSC. The increasingly unsafe state of the earth underlines the importance of promoting sustainable consumption. This study aims to analyze the priority factors in consumer purchases of eco-labeled canned tuna and to identify the main key that influences purchasing decisions for eco-labeled canned tuna.

This study identified priority factors influencing the acceptance of eco-labeled canned tuna in Indonesia. Consumer trust, behavior intentions, effectiveness, subjective norms, prices, knowledge, and attitudes are elements evaluated in this study. The Fuzzy AHP method is applied to determine the relative weight of each criterion and sub-criteria so that the behavior of Indonesian consumers toward eco-labeled canned tuna products can be prioritized. Consumer effectiveness, attitudes, trust, and price are identified as potential factors that need major attention.

Keywords: *Consumer Behavior, Ecolabelling, Ecolabeled Canned Tuna, Fuzzy AHP*