

ABSTRAK

PENGARUH *ECO-LABEL*, *ECO-BRAND* DAN *ENVIRONMENTAL ADVERTISEMENT* TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM DALAM KEMASAN (AMDK) ADES DI BANDAR LAMPUNG

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Peningkatan kesadaran konsumen terhadap produk ramah lingkungan mempengaruhi keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh *eco-label*, *eco-brand* dan *environmental advertisement* terhadap keputusan pembelian AMDK Ades di Bandar Lampung. Penelitian ini adalah *explanatory research* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *accidental sampling* yang dianalisis menggunakan SPSS dengan 100 responden. Hasil dari penelitian ini menunjukkan variabel *eco-label* dan *eco-brand* secara parsial memiliki pengaruh positif dan signifikan terhadap keputusan pembelian AMDK Ades di Bandar Lampung. Sedangkan *envrionmental advertisement* tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian AMDK Ades di Bandar Lampung. Variabel *eco-label*, *eco-brand* dan *environmental advertisement* memiliki pengaruh secara simultan terhadap keputusan pembelian AMDK Ades di Bandar Lampung. Di sarankan bagi perusahaan AMDK Ades untuk dapat menambahkan informasi konkret pada label seperti menyediakan detail melalui QR code pada label.

Kata Kunci : *Eco-Label*, *Eco-Brand*, *Environmental Advertisement*, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF ECO-LABEL, ECO-BRAND AND ENVIRONMENTAL ADVERTISEMENT ON PURCHASE DECISION OF ADES BOTTLED DRINKING WATER PRODUCTS IN BANDAR LAMPUNG

By

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The increasing consumer awareness of environmentally friendly products influences purchasing decisions. This study aims to determine the effect of eco-labels, eco-brands, and environmental advertisements on the purchasing decisionst of Ades bottled water products in Bandar Lampung. This study is an explanatory research with a quantitative approach. The sampling technique used is non-probability sampling with an accidental sampling method analyzed using SPSS with 100 respondents. The results of this study indicate that, partially, the eco-label and eco-brand variables have a positive and significant influence on the purchasing decision of Ades in Bandar Lampung, while the environmental advertisement variable does not have a significant impact. However, the eco-label, eco-brand, and environmental advertisement variables collectively have a simultaneous influence on the purchasing decision of Ades bottled drinking water products in Bandar. It is recommended that Ades company add concrete information to the label, such as providing details via a QR code on the label.

Keywords: Eco-Label, Eco-Brand, Environmental Advertisement, Consumer Purchase Decision