

ABSTRACT

THE EFFECT OF ECO PACKAGING ON GREEN PURCHASE BEHAVIOR THROUGH ENVIRONMENTAL ATTITUDE WITH ACTION-RELATED ENVIRONMENTAL KNOWLEDGE AS A MODERATION IN GENERATION Z

(Case Study of Home and Personal Care Consumers PT. Unilever Tbk.)

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The purpose of this study is to determine the magnitude of the influence of green packaging on green purchasing behavior through environmental attitudes with environmental knowledge related to Actions in generation z consumers with home and personal care products from PT Unilever Tbk. The research method used is a survey method with a quantitative approach. The type of data used is primary data. The sample in this study was 255 respondents, with a sampling technique using non-probability sampling with a purposive sampling method. The analysis tool in this study used Structural Equation Modeling (SEM) and was processed using AMOS 24 software. The results of the analysis show that: (1) green packaging has a positive effect on environmental attitudes, (2) environmental attitudes have a positive effect on green purchasing behavior (3) environmental attitudes mediate the relationship between green products and green purchasing behavior (4) environmental knowledge related to actions cannot moderate the relationship between green packaging and environmental attitudes.

Keywords : *eco packaging, environmental attitude dengan action related environmental knowledge and green purchase behaviour*