

ABSTRACT

It is not unusual to discuss environmental pollution which is currently a concern for many countries, from pollution caused by waste, air pollution, to that caused by non-biodegradable plastics. There is a growing concern about plastic waste that is also used as packaging by bottled beverage manufacturers. Not only in Indonesia, the problem of plastic waste is also felt throughout the world. Aqua as one of the producers is trying to find solutions to overcome these problems, one of the efforts made by Aqua is to create circular packaging.

This study aims to determine the effect of Environmental Knowledge on Purchasing Decisions of the people of Bandung City on Aqua products and the indirect effect of Environmental Concern owned by the community. This research uses quantitative methods with descriptive and causal research types. The population in this study were people in Bandung who had bought Aqua bottled drinking water with 400 respondents. The analysis technique used is descriptive analysis and Structural Equation Model (SEM) with SmartPLS.

Based on the research results from descriptive analysis, it shows that Environmental Knowledge is in the good category, Environmental Concern is in the good category, and purchasing decisions are in the good category. Based on the results of the hypothesis, Environmental Knowledge on Environmental Concern has a positive and significant effect. Environmental Concern on Purchase Decisions has a positive and significant effect. Environmental Knowledge on Purchase Decisions has a positive and significant effect. And Environmental Knowledge indirectly has a positive and significant effect on Purchase Decisions through Environmental Concern.

Keywords: Environmental Knowledge, Environmental Concern, Purchase Decision.