ABSTRACT

Over the last few rounds, environmental stewardship has not only become a significant public problem, but also an important issue in academic research. Various parts of the world are in the middle of reducing activities that can exacerbate damage to the environment. According to a survey conducted by Koran Sindo Research and Development, there are 10 environmental problems in Indonesia where 40% are caused by garbage, 20% flood problems, 11% polluted rivers, 10% global installations, 6% air pollution, 4% damage to marine ecosystems, 3% difficulty in clean water, 2% forest damage, 2% abrasion, 2% soil pollution. This is a new challenge for business people for environmental responsibility.

This research is descriptive using quantitative methods involving 100 respondents who know and use or buy ecoCare product. By taking a sample using a nonprobability sampling techinique with accidental sampling, that is, anyone who accidentally meets a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a source of data. The data analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, there is a significant effect of eco-label Eco-Label, Eco-Brand and Environmental Advertisement on consumer purchase behavior. This is evidenced by F arithmetic (32.687) > F tables (2.699) and a significance value of 0.000. Partial hypothesis test result (t test) found that the variables Eco-Label, Eco-Brand and Environmental Advertisement have a significant effect on consumer purchase behavior. Based on the coefficient of determination, it was found that Eco-Label, Eco-Brand and Environmental Advertisement had an effect of 0. 505 or 50.5% on consumer purchase behavior. While the remaining 49.5% is contributed by other variables besides Eco-Label, Eco-Brand and Environmental Advertisement.

Keyword: Eco-Label, Eco-Brand, Environmental Advertisement, Consumer Purchase Behavior