

ABSTRACT

Environmental issues have become a hot topic to be discussed and discussed in the community. Environmental problems such as the increasing amount of plastic waste in the oceans due to public consumption activities are some of the many environmental problems. One company that is aggressively implementing green marketing to reduce the negative impact of plastic waste is Danone-AQUA. This can be seen from the commitment of the company which is named "AQUA LESTARI". This study was conducted to determine how much influence environmental awareness and green promotion have on the decision to purchase AQUA drinking water in the city of Medan through eco-label as a mediating variable.

The method in this research is quantitative research with descriptive and causal research. Sampling in this study used a non-probability sampling method with purposive sampling type. With the number of respondents as many as 385 respondents. The data analysis technique used is descriptive analysis, path analysis, and Sobel test with the help of SPSS 23 software. Based on the results of the coefficient of determination, it is known that the influence of Environmental Awareness and Green Promotion on purchasing decisions through eco-labels as a mediating variable is 60%.

Based on the results of the f test, it is known that there is a significant effect of environmental awareness and green promotion on eco-labels with $f_{count} > f_{table}$ ($273.936 > 3.019$), based on the results of the f test, it is known that there is a significant effect of environmental awareness and green promotion on purchasing decisions with $f_{count} > f_{table}$ ($198,392 > 3,019$), based on the results of the t test, it is known that there is a significant effect of eco-label on purchasing decisions with $t_{count} > t_{table}$ ($9,803 > 1,966$).

The conclusion in this study is there is a significant effect of environmental awareness and green promotion on purchasing decisions through eco-labels as a mediating variable by 60% and the remaining 40% is influenced by other factors not examined in this study.

Keywords : Environmental Awareness, Green Promotion, Eco-label, Purchasing decisions