

ABSTRACT

Issues regarding the environment are now the most frequently discussed issues by people in various parts of the world. With the phenomenon of environmental problems, it is a challenge for companies to realize environmentally friendly products so that green marketing occurs. One company that implements green marketing is Super Indo. Super Indo has a marketing strategy using green packaging to increase green purchase intention so that it must be able to create green perceived value.

This study aims to determine how much influence green packaging has on green purchase intention which is mediated by green perceived value for Super Indo consumers in the city of Bandung. This study used a survey design with purposive sampling. This research was conducted on Super Indo products in the city of Bandung with a total of 400 respondents. Data analysis was carried out using descriptive analysis then followed by SEM-PLS analysis.

The results of this study indicate that green packaging has a positive and significant effect on green purchase intention, green packaging has a positive and significant effect on green perceived value, green perceived value has a positive and significant effect on green purchase intention, and green packaging has a positive and significant effect on green purchase intention mediated by green perceived value.

Keywords: *Green Packaging, Green Purchase Intention, Green Perceived Value.*