

ABSTRACT

THE INFLUENCE OF GREEN PRODUCT AND ECO-LABELING ON PURCHASE DECISION THROUGH THE MEDIATION OF PURCHASE INTENTION IN MILO UHT NESTLE PRODUCTS

(Case Study: Consumers in the Tangerang Raya)

Tri Wahyuningjati ¹⁾, Dr. Edi Purwanto, S. E., M. M., M. Mis. M. M. T., M. H. ²⁾

1) *Student of Management Study Program, Pembangunan Jaya University.*

2) *Lecture of Management Study Program, Pembangunan Jaya University.*

This study aims to examine the influence of green products and eco-labeling on purchase decisions, with purchase intention as a mediating variable, focusing on Milo UHT Nestlé. Data were collected through questionnaires distributed to 200 respondents and analyzed using path analysis. The findings reveal that green products have a positive but insignificant relationship with purchase intention and purchase decisions, both directly and through purchase intention as a mediator. In contrast, eco-labeling has a significant impact on purchase intention and purchase decisions, both directly and indirectly through purchase intention. Purchase intention also demonstrates a strong influence on purchase decisions. This study highlights the importance of eco-labeling as a communication tool and underscores the need to integrate other marketing strategies to enhance the appeal of green products.

Keywords: *Green Product, Eco-Labeling, Purchase intention, Purchase decision*