

ABSTRACT

THE EFFECT OF ENVIRONMENTAL SUSTAINABILITY KNOWLEDGE AND ECO-LABELING ON THE PURCHASE DECISION OF NUDIE JEANS MEDIATED BY ATTITUDE

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Currently, consumers' selective behavior towards environmentally friendly products certainly affects their purchasing decisions, one of which is their concern for the environment. One of the products that can have a negative impact on environmental sustainability is jeans, but this is different from a Swedish jeans brand called Nudie Jeans. This brand is engaged with its concern for the environment, especially in the jeans product industry. With the use of organic materials, recycled materials and campaigns related to the product life cycle, Nudie Jeans is packaged as an attractive product for consumers who have the knowledge and attitude of caring for environmental sustainability. This study aims to determine the effect of knowledge on environmental sustainability and eco-labeling on product purchasing decisions from Nudie Jeans mediated by attitude. The research method used is quantitative, with data collection through questionnaires and data analysis using PLS-SEM with the SmartPLS application. Based on the results of data analysis, all exogenous variables have a positive and significant effect on endogenous.

Keywords: *Purchase Decision, Attitude, Environmental Sustainability Knowledge, Eco-Labeling, Nudie Jeans, PLS-SEM.*

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