

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *eco-labelling*, *eco-brand*, dan *enviromental advertising* terhadap niat beli produk tisu merek tessa. Penelitian ini mengambil objek pada masyarakat di Kecamatan Gunungpati, Semarang. Penelitian ini menggunakan teknik pengambilan sampel dengan cara *insidental sampling*. Jumlah responden yang digunakan sebanyak 100 orang di Kecamatan Gunungpati, Semarang. Pengambilan data dilakukan dengan cara membagikan kuesioner. Hasil penelitian ini disimpulkan bahwa variabel *eco-labelling* tidak berpengaruh terhadap niat beli produk tisu merek Tessa. Variabel *eco-brand* berpengaruh positif dan signifikan terhadap niat beli produk tisu merek Tessa. *Enviromental advertising* berpengaruh positif dan signifikan terhadap niat beli produk tisu merek Tessa. *Eco-brand* menjadi variabel paling dominan mempengaruhi niat beli produk tisu merek Tessa.

Kata Kunci : *Eco-Labelling*, *Eco-Brand*, dan *Enviromental Advertising*, Niat beli

ABSTRACT

This study aims to analyze the effect of eco-labeling, eco-brand, and environmental advertising on purchase intention of Tessa brand tissue products. This study took the object of the community in Gunungpati District, Semarang. This study uses a sampling technique by means of incidental sampling. The number of respondents used was 100 people in Gunungpati District, Semarang. Data were collected by distributing questionnaires. The results of this study concluded that the eco-labeling variable had no effect on the purchase intention of Tessa brand tissue products. The eco-brand variable has a positive and significant effect on purchase intention of Tessa brand tissue products. Environmental advertising has a positive and significant effect on purchase intention of Tessa brand tissue products. Eco-brand is the most dominant variable affecting the purchase intention of Tessa brand tissue products.

Keywords: Eco-Labeling, Eco-Brand, and Environmental Advertising, Purchase Intention