

## **ABSTRACT**

*The Bottled Drinking Water (AMDK) industry continues to experience rapid growth, one of which is AQUA, which actively innovates in various sectors with the aim of attracting consumers and dominating the market. As a large company, AQUA also has a responsibility towards environmental issues that are increasingly relevant so they took the initiative to make AQUA Life which is an environmentally friendly product. In addition to this phenomenon, research inconsistencies were found between perceived social media marketing and behavioral intention in previous studies. On the basis of these phenomena and research gaps, this study aims to understand how green product buying behavior can be formed using the theory of planned behavior (TPB) by considering several other antecedent variables.*

*The conceptual framework of this research raises the variables of brand identity, brand image, attitude, perceived social media marketing, customer satisfaction, behavioral intention, and green product buying behavior that refer to theories and research that have been done before. Data collection was carried out by distributing questionnaires online, which succeeded in obtaining 201 respondents based on the criteria, namely being AQUA Life consumers in Semarang City. The data obtained were analyzed quantitatively and structurally using SEM (Structural Equation Modeling) with the AMOS (Analysis Moment of Structural) 24 program.*

*The results showed that brand identity and brand image have a positive and significant effect on customer satisfaction. In addition, attitude and perceived social media marketing also show a positive and significant influence on behavioral intention. However, there is a rejection of the hypothesis where customer satisfaction, behavioral intention, and perceived social media marketing have a positive effect on green product buying behavior but the impact is not significant. Further observations need to be made on the relationship between variables that are not significant as a form of theoretical implication, considering that there are several other influencing factors. The managerial implication that can be applied is to use this research as a consideration for AQUA in developing strategies and innovations that can increase interaction and sales of AQUA Life.*

**Keywords:** *Brand Identity, Brand Image, Attitude, Perceived Social Media Marketing, Customer Satisfaction, Behavioral Intention, Green Product Buying Behavior.*