

ABSTRACT

Food and plastic packaging, especially single-use plastic, are the largest contributors to waste generation and have serious impacts on the environment and human health. This situation has led to increased consumer awareness of sustainability, leading them to consider environmentally friendly aspects in purchasing decisions. This shift in preferences presents both a challenge and an opportunity for the food and beverage industry to adopt innovations such as green packaging, which is increasingly accepted by Indonesian consumers. This study aims to address the influence of green packaging on purchasing decisions, both directly and through perceptions of price and product quality as intervening variables.

The population in this study was all consumers purchasing food and beverage products at McDonald's in Semarang City. A sample of 138 respondents was used, obtained through questionnaires. The collected data were then analyzed quantitatively using Structural Equation Modeling (SEM).

The findings of this study indicate that green packaging has a positive and significant effect on purchasing decisions, and green packaging has a positive and significant effect on perceptions of price and product quality. Perceptions of price and product quality have a positive and significant effect on purchasing decisions. The results of the mediation test indicate that perceptions of price and product quality significantly mediate the influence of green packaging on purchasing decisions.

Keywords: Green Packaging, Price Perception, Product Quality, and Purchasing Decisions.

