

ABSTRACT

The gap phenomenon of increasing trends in plastic production and consumption in Indonesia, with data also showing an increase in the use of plastic packaging in food MSMEs, is contrary to government policies that support reducing the use of plastic packaging and also calls for reducing plastic waste. The aim of this research is to analyze the influence of knowledge about green packaging and environmental awareness on purchasing decisions for food products with environmentally friendly packaging with willingness to pay as an intervening variable.

The population used in this research is MSME food consumers in the city of Semarang. The sampling technique used was purposive sampling. The samples taken were 170 MSME food consumers who lived in the city of Semarang, aged 18 years and over and had previously purchased food from MSMEs. The data collection method in this research uses a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Knowledge about green has a positive and significant effect on willingness to pay and decisions to purchase food products with environmentally friendly packaging, but environmental awareness does not have a significant effect on willingness to pay and decisions to purchase food products with environmentally friendly packaging. Willingness to pay has a significant effect on the decision to purchase food products with environmentally friendly packaging and mediates the relationship between knowledge about green packaging and environmental awareness on the decision to purchase food products with environmentally friendly packaging.

Keywords: knowledge about green packaging, environmental awareness, willingness to pay, purchasing decisions, environmentally friendly packaging

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