

ABSTRAK

Dhira Fitriadi Korniwani (1405994) “Eco-Label Air Minum Dalam Kemasan Ades Dan Pengaruhnya Pada Pro Environment Consumer Behavior Mahasiswa UPI” dibawah bimbingan Dr. Vanessa Gaffar,SE,Ak,MBA dan Dr. Heny Hendrayati,S.IP., M.M.

Dewasa ini mulai maraknya gerakan menjaga lingkungan di seluruh dunia, salah satunya mengenai edukasi dan sosialisasi terhadap para konsumen untuk menjadi *Green Consumer* atau *Pro Environment Consumer*. Berdasarkan pra penelitian yang dilakukan pada Mahasiswa UPI, permasalahan yang dialami yakni permasalahan lingkungan seperti banyaknya sampah berserakan, khususnya sampah plastik bekas air minum dalam kemasan. Hal ini menunjukkan rendahnya kepedulian lingkungan yang dimiliki para Mahasiswa di lingkungan kampusnya sendiri. Tujuan penelitian ini adalah untuk mengetahui gambaran *Eco-Label, Pro Environment Consumer Behavior*, lalu pengaruh dari *Eco-Label Air Minum Dalam Kemasan (AMDK) Ades* terhadap *Pro Environment Consumer Behavior (PECB)* Mahasiswa UPI. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan sampel penelitian 100 Mahasiswa UPI yang mengkonsumsi Air Minum Dalam Kemasan Ades ataupun yang sekedar mengetahuinya. Sampel tersebut dipilih menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa *Eco-Label* yang digunakan AMDK Ades cukup jelas tampilannya juga mudah dimengerti informasi yang dimilikinya dan untuk *PECB* mahasiswa UPI sudah menerapkan hidup yang ramah lingkungan dari segi konsumsi mereka. Didalam hasil penelitiannya pun menunjukkan bahwa variabel *Eco-Label* AMDK Ades memiliki pengaruh positif terhadap variabel *PECB* Mahasiswa UPI. Berdasarkan hasil penelitian ini diharapkan PT Ades Waters Indonesia dapat meningkatkan kualitas dalam segi ramah lingkungannya dan juga menambah persediaan produk Ades di kampus UPI agar lebih tersedia dan terjangkau oleh Mahasiswa.

Kata kunci: *Eco-Label, Green Marketing, Pro Environment Consumer Behavior*

Dhira Fitriadi Korniwani, 2018

ECO LABEL AIR MINUM DALAM KEMASAN ADES SERTA PENGARUHNYA TERHADAP PRO ENVIRONMENT CONSUMER BEHAVIOR MAHASISWA UPI

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ABSTRACT

Dhira Fitriadi Korniwawan (1405994) “Eco-Label of Ades Bottled Water And Its Influence to Indonesia University of Education Students Pro Environment Consumer Behavior” Under guidance of Dr. Vanessa Gaffar,SE,Ak,MBA and Dr. Heny Hendrayati,S.IP., M.M.

Lately, there many social campaign about environment that we've seen all around the world, one of them is regarding socializing and educating consumer's to become *Green Consumer* or also known as *Pro Environment Consumer*. Based on the pre-research results conducted to Students of Indonesia University of Education, the occurring problem is environmental problems like garbage scattered all around the campus, especially plastic garbage from bottled water. It means the environmental awareness the students have are still low. The aim of this research is to know the description of Eco-Label, Pro Environmental Consumer Behavior and the influence from Eco-Label of Ades Bottled Water to the Pro Environment Consumer Behavior (PECB) of students in Indonesia University of Education. The research method used is descriptive and verificative method with the sample research of 100 students in Indonesia University of Education who ever consumed Ades bottled water or even just knowing it. That sample are chosen by using purposive sampling technique. The research results show that the usage of Eco-Label of Ades Bottled Water are good enough from its appearance and the information it contains are understandable and the Students PECB results shows that they already applying the Eco-Friendly habit, especially from their consumption habit. The research results are also show the Eco-Label of Ades Bottled Water have positive influence on Students Indonesia University of Education PECB. Based on this results it is expected that PT Ades Waters Indonesia could improve its environmental friendly quality and to increase Ades products supply in Indonesia University of Education campus so it could be more available and affordable to students.

Keywords: Eco-Label, Green Marketing, Pro Environment Consumer Behavior

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