Revisiting pro-3r attitude mediating effect of green packaging on consumer purchase intention

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Abstract

This research was intended to evaluate the effect of green packaging on purchase intention in Aqua LIFE's products mediated by pro-3R attitudes, therefore this research is useful for the development of Marketing Public Relation concept as the object of this research was the green packaging of Aqua Life products which is referred to as Danone Aqua's Marketing Public Relations program innovation. The sample in this research was determined by utilizing the non-probability sampling method by means of purposive sampling technique. The number of respondents in this research was amounted to 347 respondents. The results showed that Green packaging had a significant effect on the pro-3R attitude of Aqua LIFE's consumers also had a significant effect on the purchase intention of Aqua LIFE's products. In addition, the pro-3R attitude didn't successfully mediate the effect of green packaging on purchase intention of Aqua LIFE's products in Jakarta City.

***Keywords:** Marketing Public Relations ; Green Packaging ; Theory Planned Behavior ; Purchase Intention ; Pro-3R Attitude*

INTRODUCTION

Plastic waste has currently become one of the major environmental issues in the world. For more than sixty years, plastic has been widely used by the Indonesian people to fulfill various needs due to its convenience. According to data generated by the Central Bureau of Statistics (known in Indonesia as BPS) and the Indonesian Plastic Industry Association, Indonesia is declared as the second-largest producer of plastic waste in the world (Indonesia.go.id., 2019). The current consumption pattern of the community is not only primarily concerned with getting products to fulfil their sense of satisfaction, but consumers are starting to seek products that align with their personal values (Haller et al., 2020). This is in line with the results of a survey conducted by Hotwire, which found that 47% of internet users worldwide had stopped consuming products or services from certain brands that violated

their personal values. This changing consumer behavior was caused by their intention to reduce the environmental impacts, and 5% of other consumers were concerned about climate change (Chen et al., 2018)

This consumer behavior is in accord with the results of research conducted by the Nielsen research institute (2017), that 81% of global consumers demanded that companies and corporations should be actively engaged in driving positive changes for the current environmental and social conditions (Indah et al., 2020). Instead of the cognitive function, the positive attitude of Indonesian consumers (especially in Bali) towards green marketing activities is still dominated by the emotional and affective functions. This is certainly caused by the lack of knowledge about eco-friendly claims (Giyatno, 2013). However, the green packaging concept is still considered to be new in Indonesia (Maria, 2017). Nevertheless, public consumption of green products has increased by 63%, where consumers are willing to purchase eco-friendly products at higher prices (Newsroom, 2017).

Increased demand for corporations to be socially responsible for environmental sustainability is also generated by consumers. In terms of communication, the division of public relations and marketing contributes a crucial role in the planning and implementation of innovation products. This innovation is reflected in eco-friendly packaging products launched by Danone Aqua. According to Becker et al. (2011), packaging is used as a medium to convey product attributes and brand image. Therefore, Public Relations in an organization or corporation should make a number of important contributions in creating perceptions and reputations. The #BijakBerplastik program, which was appointed by AQUA, has 3 (three) major focuses on educational activities of recycling, plastic bottle collection, and product innovation. This research would give an account of the product innovation that was recently issued by Aqua in measuring the effect of green packaging on consumer purchase intention mediated by pro-3R attitude. Information about this innovation is actively published on the Instagram platform by including the hashtag Bijak Berplastik in every post of @sehataqua.

Several researches on behavioral effects that mediate the effect of green products on consumer purchase intention have been widely carried out in Indonesia. In addition, according to Sutikno & Margaretha (2020) the Indonesian government has recently started to encourage companies in the industry to follow green industry principles and produce environmentally friendly products. The existence of Ministry of Industry Green Industry Awards campaign is testament to this encouragement Indonesian public (Kemenperin) since 2010. This was supported by the findings of Mishra & Jain (2012) "Impact of Packaging in Consumer Decision Making Process of Namkeen Products" which found that packaging has an important role in marketing communications, especially in terms of attracting consumers' attention to buy. In determining the choice of choosing green products, the main factors that most influence include concern for the environment, knowledge, attitudes, values, awareness, and the effectiveness of consumer

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perceptions (Liobikienė et al., 2016). However, this present research was intended to evaluate pro-3R (reduce, reuse, and recycle) attitude reflected by Aqua consumers in mediating the effect of Aqua LIFE's green packaging on purchase intention in one metropolitan area, specifically in DKI Jakarta. Based on Aqua's social media Instagram, the brand already launched new product called Aqua Life bottle that is the new innovation of 100% recycle bottle, they also campaign about activities to do reduce, reuse, and recycled program along to this new bottle innovation. The program sequence then called Bijak Berplastik because of they have an ambition to educate more people on how to reduce plastic waste and recycle them to the new bottle. In addition, Aqua's brand measure the program in Instagram with looking for hashtag Bijak Berplastik. Regarding to the background of the problem described earlier, Aqua, which has become the market leader in the bottled drinking water industry, is now starting to change its packaging bottles to 100% recyclable. Nevertheless, the innovation of implementing eco-friendly packaging on Aqua products has not been fully realized by consumers. Therefore, this research was conducted to evaluate the effect of pro 3R attitude that mediates the effect of green packaging on metropolitan consumer purchase intention.

RQ 1: Is there any direct effect of green packaging on purchase intentions and pro-3R attitudes?
RQ 2: Is there any mediating effect of pro-3R attitude of the using green packaging Aqua's LIFE on consumer purchase intention?

In this study according to Giannini (2010), Marketing Public Relations is considered a program or effort designed to enhance, maintain, or protect the sale or image of a product by encouraging intermediaries, such as traditional mass media, electronic media, or individuals, and to voluntarily convey messages about a company or product to their audiences. Based on the definition of MPR previously stated, the MPR program is able to package communication messages effectively to the target audiences through 3 stages, including: planning, implementing, and evaluating. The stages of these processes aim to provide added value to the product through the image of a brand.

Zakaria (2018) states that the planning, implementation, and evaluation stages of MPR marketing will influence or create favorable public opinion for the company's brand image. Furthermore, Zakaria (2018) explains that good planning will make it easier for companies to conduct and maintain communication with consumers so that consumers feel good will (good faith) for the company's brand which will ultimately increase consumer loyalty. Efforts to improve the quality, quality, and quantity of products/services can be carried out if an evaluation is carried out at the MPR stage. Maharani (2020) explains that the synergy of the three stages in the MPR (planning, implementation, and evaluation) will add value to the product through the image of a brand, increase consumer awareness of the brand, and brand

equity in the brand which will ultimately support and enhance the desired marketing objectives.

Kotler (2003) in Papasolomou at al. (2014) explained that MPR plays an important role in the process of launching new products as well as product repositioning. Of course, the MPR as a whole can build interest in product categories, influence certain target groups, defend products that are experiencing public problems, and build a company image using marketing communications that reflect the product profitably. There are several benefits to the implementation of MPR, including introducing innovative products that have not existed before, conveying the story behind the product in a structured manner, to get a positive impression in the form of consumer support through the identification of companies and brands with issues being considered so that in its implementation it involves target consumers with product innovation (Harris, 1991).

Research on the MPR program that had been successfully carried out by Tom Duncan, Professor of Marketing, found that MPR had proven to be very effective in introducing innovative products to build brand awareness and brand knowledge. Haris (1991) in Ruslan (2010) state that a series of MPR activities can be used to trade products or services as well as build an image and encourage purchase interest that can provide values that make consumers satisfied after using the product or service. Zakaria (2018) also states that MPR is very important because it can be used as a tool to support sales, as well as an activity to communicate everything related to industry and products produced by a company.

MPR is considered effective in various fields, especially in advertising new products, creating breakthrough innovations through the launch of a product or service, increasing the credibility of communication with consumers, potentially increasing sales, and effective in building brand awareness and brand knowledge in the eyes of consumers/customers Ducan (1975) in Papasolomuo (2014). Based on this phenomenon, the authors consider that MPR can be used to introduce eco-friendly packaging products considering that green marketing is a breakthrough so that MPR will help introduce the brand to the public. Ayunidia (2017) also stated the same thing, namely that MPR is very appropriate to be used to increase the selling value of Evoware's eco-friendly packaging products, namely seaweed-based packaging.

Packaging contributes an important role in promoting a product, which is subsequently able to influence a customer's decision to purchase a product and has the potential to attract customer purchase intention (Nithya et al., 2015). In terms of communication science, it had been stated by Becker et al. (2011) that packaging may be used as a medium to convey product attributes and brand image. The function of packaging is now recognized to contribute to the added value of a company's innovation, particularly green packaging or eco-friendly packaging. This innovation is influenced by the increasing environmental damage caused by plastic waste pollution that is not able to decompose properly.

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Green packaging is a form of packaging that can be reused, recycled, reduced (reusing product materials to significantly reduce the volume of waste), and degraded (easy to decompose naturally, so it does not become permanent waste) (Zhang & Zhao, 2012). The dimensions of green packaging that would be identified further in this research consisted of, effective, efficient, cycle, and safe. If it is associated with the Theory Planned Behavior used in this research, Green Packaging is considered as an external variable, namely as an information, because it is able to provide various statements that may contribute any influence on the respondents' attitude. An attitude has three basic components, particularly: an individual's belief in a concept or idea in an object, emotional feelings expressed in the evaluation of the concerned object, and encouragement to take action. These basic components are able to synergize in forming an attitude that is fully demonstrated by individuals (Noviadji, 2014). Green packaging is part of green marketing. Sari and Setiawan (2017) explain that the use of green packaging-based packaging affects the brand image and consumer loyalty. Furthermore, Sari and Setiawan (2017) link green marketing with packaging, brand image, and consumer loyalty. Damayanti (2021) also relates green packaging, green advertising, green perceived value, and brand image to product purchasing decisions. Based on the opinion of the researcher, green packaging is included in green marketing and plays a role in influencing purchasing decisions, loyalty, and consumer satisfaction. Previous research conducted by Santoso & Fitriani (2016) showed that green packaging provided a significant effect on attitudes. Meanwhile, Haryanto (2014) stated that knowledge of green products was capable of contributing to a positive influence on the attitude toward eco-friendly products.

Based on the theory framework in this study, Ajzen (1991) suggested that TPB theory has been used previously to predict consumer behavior towards consumer intention which is influenced by eco-friendly behavior. This theory describes how a person's behavior may be influenced by the intention. The theory of planned behavior assumes three conceptually independent determinants of intention. The first is, the attitude towards behavior refers to how good or bad a person is evaluation of relevant behavior. Second is a social factor called the subjective norm, it refers to the perceived social pressure to perform or not perform of the behavior. Third is the antecedent of intention is the degree of perceived behavior control. As we saw before, it refers to the difficulty of perception perform the behavior and assume it reflects past experience and the expected obstacles and obstacles. Somehow, intention, perception of behavior control, attitude and subjectivity of behavior, each dimension reveals different aspects of behavior, and each dimension can be used as an attack point to try to change it (Ajzen & Fishbein, 1969).

Purchase intention is a measure of a consumer's intention to make the decision to purchase a particular product. Customers or consumers will choose products according to the behavior, the results of the analysis of the function of the selected product/service and habits (Lily & Ricanto, 2018, p. 42). Intention is related to the desire for something which is usually followed

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by behavior that supports the   desire. In the decision-making process, purchase intention is considered to be very influential on the   occurrence of this matter. Dimensions of purchase intention presented by (Ferdinand, 2014) consist of three parts, particularly exploratory interest, preferential interest, and transactional interest. In previous   researches showed that customer purchase intension influenced by their knowledge about the   environment, consumers who have more information are more likely to cause high purchase intentions for green products (Maichum et al., 2016). Meanwhile a research conducted by Sari & Setiawan (2017) submitted that green packaging (green product) with interesting information was able to effectively influence consumer purchase intention, because packaging contributes an important role in marketing communication (Noviadji, 2014).

Notoatmodjo (2012) explains that attitude is a person's response to a stimulus that involves the opinion and emotion concerned. Attitudes have three basic components, namely one's belief (belief) in a concept or idea of an object, emotional feelings shown in the evaluation of the object being considered, and the urge to take action. There are several stages to forming a complete attitude, namely Receiving, Responding, Valuing, Responsible. These four stages influence environmental attitudes. Anzwar (2013) adds that the factors that influence individual attitudes are a person's personal experience of something, and other people who give external influences to avoid conflict because of that the individual chooses to have an attitude that is in the same direction as the other person, the cultural influence he has someone who has been instilled since childhood can influence individual attitudes in dealing with a particular issue, then the mass media as the main source of information flow that can easily influence an individual's view, educational institutions that are no less important is a factor that plays a basic role to add insight and the moral concept of an individual, and the last attitude-forming factor is a person's emotional factor that appears as a person's emotional feelings. In addition, the cognitive component, namely the knowledge possessed by a person also affects individual attitudes.

Attitude may not be defined as an action, rather is a predisposition for individuals to act. Pro environmental attitudes are commonly referred to as individual concerns for the natural environment. Therefore, individuals with high level of insight and knowledge about the environment are able to likely promote real actions for environmental sustainability (Lin et al., 2015). Many consumers were found to be aware of the issue of plastic waste by regularly implementing the 3R program. They had widely shown   their response to environmental protection activities, specifically by consuming green products to improve the quality of their environment and life (Novandari, 2011). The dimensions of the pro-3R attitude are categorized into reduce, reuse, recycle (Mills & Ag, 2012). In previous research conducted by Cheah & Phau (2011) , we know that there is an effect of pro-environmental attitudes that affects the purchase intention these eco-environmentally products. Consumers are also willing to pay more   expensive for products that has beneficial to the environment. In line with this previous research, it was   found that pro-
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environmental attitudes are one factor that drives consumers' purchase intentions for green products (Ling, 2013). Research by Aman et al. (2012), it was found that pro-environmental attitudes were capable of fully mediating the relationship between environmental awareness and purchase intention in green products, while in a research conducted by (Paramita & Yasa, 2015), consumer attitudes were not able to mediate the relationship between environmental awareness and intention to purchase eco-friendly cosmetic products.

H1 : There is a direct effect of Green Packaging on the Pro-3R attitude.
H2 : There is a direct effect of Green Packaging on purchase intention.
H3: There is a direct effect of Pro-3R Attitudes on purchase intention
H4: There is an effect of the Pro- 3R Attitude variable which mediates the effect of Green Packaging on Purchase Intention

Figure 1. Research framework
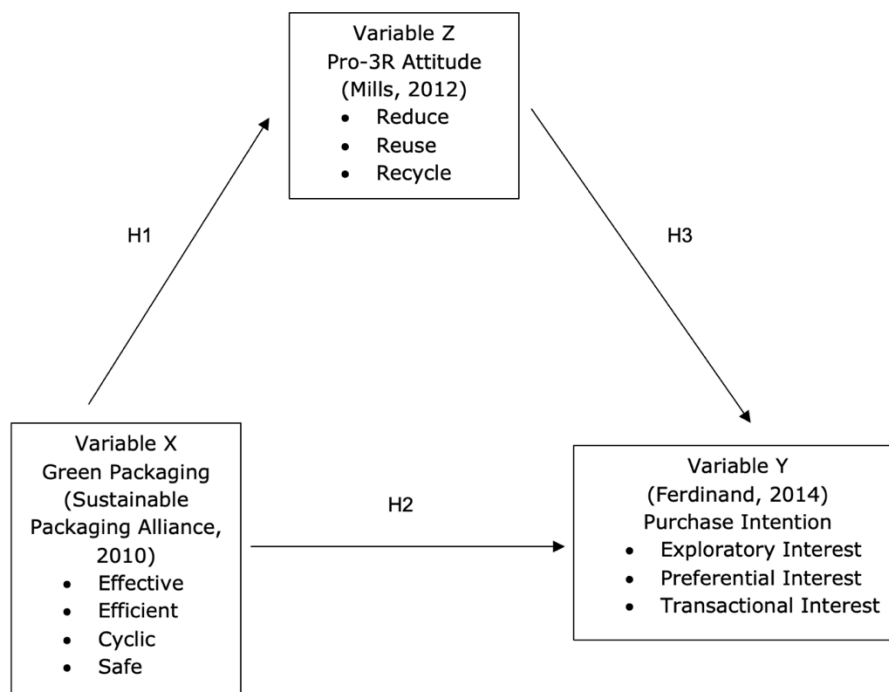
Source: (Processed Data, 2021)

METHODOLOGY
This study is based on quantitative survey approach. The quantitative approach is based on the philosophy of positivism which is subsequently used to identify a particular population and sample. This research was conducted in DKI Jakarta, in the period from February to June 2021. The objects that would be examined in this research consisted of the effect of Aqua LIFE's green packaging on purchase intention, the effect of green

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packaging on pro-3R attitudes, and the effect of pro-3R attitudes as a mediating variable. In this research, the variables were successfully classified into 3, specifically exogenous green packaging variable, endogenous purchase intention variable, and pro-3R attitude mediating variable.

Table 1. Characteristics of Respondents

Age	20 - 24	157	45.20%
	25 - 29	45	13%
	30 - 34	72	20.70%
	35 - 39	41	11.80%
	40 - 44	32	9.20%
Domicile	North Jakarta	41	12%
	South Jakarta	88	25%
	West Jakarta	119	34%
	East Jakarta	49	14%
	Central Jakarta	50	15%
Average Income	<Rp1.000.000	87	25.10%
	>Rp.3000.000	143	41.20%
Level of Education	High School	130	37.50%
	Associate Degree	19	5.50%
	Bachelor Degree	161	46.40%
	Master Degree/Doctoral Degree	37	10.70%

Source: (Processed Data, 2021)

Meanwhile, the respondents in this research were consumers who were aware of green packaging. In addition, the respondents in this research were selected by using a non-probability sampling method with a purposive sampling technique. The samples of this research were amounted to 347 respondents, who were gathered through an online survey. In addition, because this innovation bottle water (Aqua Life) just produced in Jakarta & Bali, this research want to focused in DKI Jakarta area, so people more relatable with the topic. Furthermore, the measurement scale used in this

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research was the Likert scale, with a scale of 1 to 5 (1 strongly disagree; 2 disagree; 3 neutral; 4 angree; 5 strongly agree). Moreover, the data were then analyzed by utilizing path analysis by means of the SEM method, to determine that the dimensions used in this research were fairly strong in forming the variables used (Connell, 1987). According to Ghozali (2016), path analysis is used to carry out further development of multiple and bivariate regression analysis, as well as to test the intervening/mediating variables. In this research, direct and indirect relationships between variables in the model would be measured (Table 1).

RESULTS AND DISCUSSION

Regarding to the results of the research that had been carried out, through the distribution of online questionnaires, it was found that all respondents had heard of the #BijakBerplastik program organized by Aqua in 2018. The number of respondents who were involved in this research was amounted to 347 according to the sample size which had been previously specified. Research respondents were presented based on gender, gender, domicile, income level, and education level.

These questionnaires were distributed to all Jakarta communities aged 21 – 45 years and who already had income. The majority of respondents who filled out the questionnaires were male by 54% or 194 respondents from a total of 347 respondents. Furthermore, it was found that the majority of respondents belonged to generation Z or aged 21 – 24 years which was amounted to 154 respondents. In terms of education level, the majority of respondents had an undergraduate education level (Bachelor Degree) which was amounted to 161 respondents, followed by 130 respondents who were currently undergoing high school.

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This research was initiated by testing the validity and reliability of each variable with SPSS 24 application assistance.

The validity of each statement item in this research instrument was tested by using concepts that were in accordance with this research. Questionnaire data may be declared valid if it meets the following criteria (Ghozali, 2016) : If r count > r table (0.113), then the data is declared valid; If sig. < alpha, then the data is declared valid. Consequently, 36 statements in the questionnaire that were distributed online to respondents were declared valid. In the table above, it was found that r count > r table. Thus, the processed data in this research which consisted of the variables of Green Packaging, Purchase Intention, and 3R Attitude were declared valid. The reliability test was carried out on the instrument with the Cronbach'c Alpha

coefficient. An instrument is defined as reliable if the Cronbach's Alpha value is greater than 0.60. In this research, the Cronbach'c Alpha value was in the amount of 0.926, so the instrument used in this research was declared reliable.

The standard deviation is a reflection of the average deviation of the data from the mean. Standard deviation can describe how much the data varies, where if the standard deviation value is greater than the mean value, it means that the mean value is a poor representation of the overall data. However, if the standard deviation value is smaller than the mean value, this indicates that the mean value can be used as a representation of the entire data. In this study, the average respondents answered on a scale of 3-4 based on the Likert scale (neutral - agree). Therefore, the average answer of this study is greater than the standard deviation, so the data can be a representation of the whole research.

According to the figure 2, the result of normality test with P-Plot defined that the data distribution in this research has similar direction with the diagonal's line. So, we can conclude that the data distribution normal.
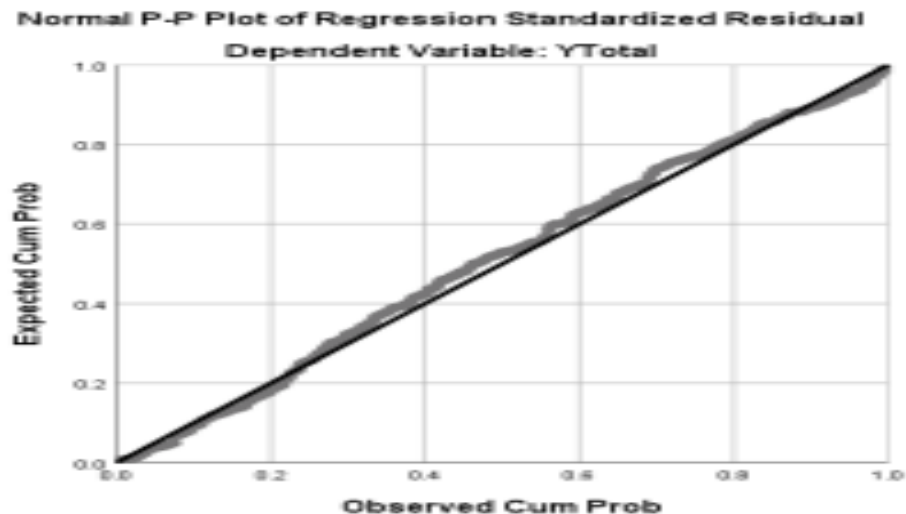
Figure 2. Normality Test

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		347
Normal Parameters a,b	Mean	0
	Std. Deviation	5.25832373
Most Extreme Differences	Absolute	0.041
	Positive	0.028
	Negative	-0.041
Test Statistic		0.041
Asymp. Sig. (2-tailed)		**0.200c.d**

While the overall test results using the Kolmogorov-Smirnov above, show that the data distribution is normally distributed. This is evidenced by the overall significance value of more than 0.05, which is 0.200.

Confirmatory Factor Analysis (CFA)

I   n this research, we measured the dependent and independent variables that can't be measured directly (unobservable) or latent variables using a structural equation model (SEM). The objective is to look at factor analysis or confirmatory factor analysis and path analysis together. It begins with conducting a Confirmatory Factor Analysis to ensure that the indicators and dimensions that make up this variable are reliable enough (Haryono, 2017). CFA is an SEM technique that is applied to prove whether the dimensions really form a latent variable being measured (Haryono, 2017). Meanwhile path analysis is to find out whether there is a mediating effect or not.

The analysis of the measurement model in this sub-chapter is carried out using confirmatory factor analysis (CFA). CFA was tested by calculating each dimension forming the variable construct. There are exogenous variables (Green Packaging) which consist of four dimensions, endogenous (Purchase Intention) which consists of three dimensions, and intervening (3R Pro-Attitudes) which consists of three dimensions. Based on the calculation, there is no negative value of the variances, therefore we can continue the next test, namely composite reliability (CR). According to Hair et al. 2011), the minimum value for declaring the value of a reliable dimension construct is 0.60.

Table 3. Confirmatory Factor Analysis

Construct Standardize Factor Loading t-value p-value

	Standardize Factor Loading	t-value	p-value
Green Packaging (C.R : 0.65)			
Effective 0.74 ***			
Efficient	0.82	14.68	***
Cycle	0.75	13.172	***
Safe	0.72	12.533	
3R Attitude (C.R : 0.68)			
Reduce 0.66			
Reuse	0.63	8.262	***
Recycle	0.64	8.785	***
Purchase Intention(C.R : 0.78)			
Exploratory Intention 0.67 11.068 ***			
Preferential Intention	0.76	12.732	***
Purchase Intention	0.77		

** = Items constrained for identification purposes.
*** = 0.000
C.R. = Composite Reliability

Table 4. Effects Between Variables

Relationship	Direct Effect	Indirect Effect	Total Effect	R-square	*Estimates Satndardized*
Green Packaging -> 3R Attitude	0.686	-	0.685	0.47	0.69
Green Packaging -> Purchase Intention	0.778	0.0006	0.772	0.6	0.78
3R Attitude -> Purchase Intention	-0.009	-	-0.009	-	-0.01
Green Packaging -> 3R Attitude -> Purchase Intention		0.006	0.772		

Based on the table 3, shows that the construct reliability (CR) value of each measured variable produces a value > 0.60, so it can be concluded that the results of the variable construct are Green Packaging (0.65), the pro-3R attitude variable is 0.68, and the purchase intention variable has CR value of 0.78, so that these three variables have construct reliability whose dimensions are strong and reliable enough to form a unified variable.

The table 4 shows the estimates values of Green Packaging (X) on the Pro-3R's Attitude (Z) is 0.69; value Green Packaging (X) estimates for Purchase intention (Y) is 0.78; while the estimated value of Pro 3R's Attitude (Z) towards Purchase intention(Y) is -0.01. The structural equations that have been successfully generated by the models are:

Structural Equation 1:

$Z = Pxz*X + e11$
Attitude 3R = 0.69*Green Packaging + 0.53

Structural Equation 2:

$Y= Pxy*X + e12$
Purchase Intention = 0.78*Green Packaging + 0.4

From the equation above, a perfect model is not formed between the relationship between Green Packaging and Purchase Intention through Pro-3R Attitude, because the effect of Attitude on Purchase Intention is not significant. Therefore, from the structure above, it can be stated that the variable Green Packaging has a dominant influence on Purchase intention directly, this is evidenced by the path coefficient of 0.78 which is the largest compared to the path coefficient Green Packaging on 3R Attitudes (0.69). This means that there will be an increase in Attitude towards 3R if the value of Green Packaging increases, in the first equation , Green packaging on attitude produces an effect of 0.69 with an error value (e11) of 0.53, which indicates that there are other variables of 53% that were not examined in this study. While in the second equation, the influence of green packaging on purchase intention is 0.78 but not through the attitude variable, the resulting error value is 0.4 or there are 40% of variables/factors outside the study that were not examined. Therefore, if the value of the variable Green packaging increases, the value of Purchase intention is also high.

Note:
Residual (e11) of structural equation one of 0.53 is obtained from 1-0.47 which is obtained from the value of R Square Multiple Correlation. Also, Residual (e12) structural equation two of 0.4 is obtained from 1- 1.6 obtained from the value of R Square Multiple Correlation. Sum up them, residual values of e11 (0.53) and e12 (0.4) indicate that there are other factors of 53% that influence

the 3R attitude and 40% that affect purchase intention outside the variables studied in this study.

The mediation analysis of Pro-3R Attitude towards Green Packaging's Aqua LIFE to Purchase Intention on Customers.

Based on the calculation results as shown in table 3, the direct effect of Green Packaging (X) on 3R Attitude (Z) could be concluded to have a large effect which was amounted to 0.686 or 68.6%. Moreover, the direct effect of Green Packaging (X) on Purchase Intention (Y) had a greater direct effect in the amount of 0.778 or 77.8% than the indirect effect of Green Packaging (X) on Purchase Intention (Y) mediated by 3R Attitude (Z) which was amounted to -0.006. These effects worked in the opposite direction, if the value of the mediating variable (Z) increased, the endogenous variable (Y) would also decrease. In addition, the effect of the 3R attitude (Z) on purchase intention (Y) as presented in the table above showed an insignificant and opposite direct effect which was amounted to -0.009 smaller than the direct effect of 0.000. Meanwhile, the R-square value in the Green Packaging table on Attitude was amounted to 0.47, which may be interpreted that the reliability of the Green packaging construct towards the pro-3R attitude was 47%, while the R-square value for purchase intention was amounted to 0.6 or interpreted as 60% of the reliability value formed through the effect of Green packaging on Purchase intention. So we can conclude that in this research pro-3R attitude can't be successful on mediating green packaging Aqua's LIFE to purchase intentions.

Theoretical Discussion

Based on the concept that we used, Marketing Public Relations show that a new program requires awareness from the public requires the role of public relations to convey information effectively and attractively. The #BijakBerplastik program shows that the role of PR and Marketing is important to increase public awareness about the existence of Aqua LIFE green packaging, this synergy supports and increases the desired marketing goals (Maharani, 2020, p. 99). In previous findings, packaging plays an important role in promoting a product, this can influence the decision to buy a product and has the potential to attract consumer buying interest (Nithya et al., 2015).

Goodness of Fit

The use of goodness of fit measurement in this research is used to determine the suitability of the model with a statistical test. In this research, the model that is said to goodness of fit model are meets the DF, CMIN, DF, RMSEA, GFI, AGFI, CFI, and P-Close categories.

Tabel 5. Goodness of Fit

Goodness of Fit Index	Cut of Value	Model Test Results	Criteria
DF	>0	32	Good Fit
Chi Square	Kecil*	43.892	Over Identified
CMIN/DF	<= 3	1.372	Good Fit
RMSEA	<=0.08	0.033	Good Fit
GFI	>=0.90	0.9976	Good Fit
AGFI	>=80	0.959	Good Fit
RMR	<=0.05	0.187	Marginal
CFI	>=0.95	0.991	Good Fit
PClose	0,05	0.078	Good Fit

Hypothesis Testing

Hypothesis testing with the SEM method was carried out by referring to the conditions for testing the hypothesis, specifically by considering the probability value, if p≤0.05, then it is declared significant (Ghozali, 2016). In addition, if the value of Critical Ratio (CR) ≥ 1,967, then the hypothesis should be accepted.

Table. 7. Hypothesis Testing

Relationship	Standardized Estimate	Critical Ratio	P-Value
Green Packaging -> Pro-3R Attitudes	0.076	8.451	***
Green Packaging -> Purchase Intention	0.112	7.593	***
Pro-3R Attitudes -> Purchase Intention	-0.01	-0.094	0.925
Green Packaging -> Pro-3R Attitudes -> Purchase Intention	-0.006	-	-

*** = 0.000

The first hypothesis testing: "The Effect of Green Packaging on Pro-3R Attitude"

The results of the first hypothesis testing showed that the effect of green packaging on pro-3R attitude provided the path coefficient value of 0.69 and the CR value of 8.451. This shows that there was a significant direct effect of the green packaging variable on pro-3R attitude variable, meaning that consumers who were more aware of green packaging would likely form a positive pro-3R attitude towards the environment. The findings indicated that the indirect effect was not detected in this research.

Previous research found that the effect of Green Brand Positioning on Body Shop packaging contributed significant effect to consumer attitudes. This was recognized as a consideration for consumers who had a high concern for green products. This study is in accordance with previous research conducted by Dewa Ayu & Ni Wayan (2016) and Kusuma, et al. (2013), that green packaging as a green product strategy can encourage consumer buying interest. Referring to that issue, Hypothesis 1 was accepted.

The second hypothesis testing: "The Effect of Green Packaging on Purchase Intention"

The results of the second hypothesis testing showed that the effect of green packaging on purchase intention provided the path coefficient value of 0.78 and the CR value of 7.593. This indicates that there was a significant direct effect of the green packaging variable on purchase intention variabel, meaning that consumers who were more exposed to green packaging would likely generate positive purchase intention in Aqua LIFE products. The findings indicated that no indirect effect was found in this research.

This finding is in line with a research conducted by (Sari & Setiawan, 2017), which stated that green packaging product with interesting information was able to significantly effect consumer purchase intention, because packaging plays an important role in marketing communication (Noviadji, 2014). However, there are other green marketing research which explained that attitudes have a positive effect on purchasing intentions for eco-friendly products, because consumers are able to feel the functions and benefits of green packaged products (Oliver & Lee, 2010). Thus the second hypothesis in this research
was accepted.

The third hypothesis testing: "The Effect of Purchase Intention on Pro-3R Attitudes"

The result of third hypothesis testing indicated that the pro-3R attitudes's effects on purchase intention shows that the CR value is -0.094 <= 1.967, so it can be concluded that there is no influence of attitude. Positive and significant 3R on Purchase Intention. However, this study can not support the findings of Chen and Leu (2010) and Aman et al. (2012) that there is a significant influence between consumer attitudes towards the environment and purchase intentions for green products.

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The fourth hypothesis testing "The pro-3R attitude as a mediating variable of the effect of green packaging on purchase intention"

The results of the fourth hypothesis testing indicated that the pro-3R attitude as a mediating variable of the effect of green packaging on purchase intention showed an indirect effect of -0.006 and no direct effect was detected in this research. This shows that there was no mediating effect (pro-3R attitude variable) detected between the green packaging variable and purchase intention variable, because based on the results of the questionnaire distribution, the average respondent indicated a high pro-3R attitude value which was amounted to 4.28. Therefore, consumers with higher pro-3R attitudes were more likely to switch to other packaged products, such as reusable bottles. This finding is supported by previous research conducted by (Indah et al., 2020), which found that an eco-friendly attitude was widely demonstrated by customers through the use of a drinking bottle brought from home, while packaging that was claimed to be eco-friendly was considered not completely green, because it still used plastic as a base material. This means that the relationship between pro-3R attitudes and consumer purchase intentions on environmentally friendly products is not only driven by a positive attitude, but there are other variables that can influence, such as encouragement from friends/family, purchasing power, and product prices. Yeoh and Paladino (2008) found that attitudes only partially mediate the relationship between environmental knowledge and green buying behavior. However, they found a fully mediating effect by attitude on the relationship between environmental concern and green product purchasing behavior.

In regards to the Planned Behavior theory, the external variable of information on green packaging encouraged consumers to explore further about Aqua LIFE products, so that the positive attitude of consumers could be demonstrated by conducting 3R efforts to produce better environmental conditions (Laner, 2018). This research was in the context of Aqua LIFE, where consumers who evidently paid attention to Aqua LIFE packaging today would be aware that the plastic texture has become thinner and lighter. Moreover, the recyclable information has been provided in the product packaging.

Increased consumer awareness of the environment causes companies to implement environmental issues as one of the marketing strategies known as green marketing (Haryadi, 2009). Green marketing is an activity designed by a company to meet human needs by reducing the adverse impact on the environment (Waskito, 2013; Arseculeratne, 2014). However, the efforts made by bottled water companies in Indonesia have caused a difference in perception for environmental activist groups, who consider this effort to be green washing (Sasetyaningtyas, 2019). Refer to statement before, the company's marketing and communication strategy seeks to provide an environmentally friendly image, both in terms of products, values, and company goals. It aims to have an impact on environmental sustainability, through these efforts, the company looks more concerned about the environment, this action is often referred to as green washing (Aggarwal &

Kadyan, 2011). The green washing phenomenon may also occur in our research, which was carried out by bottled water companies, one of which was through innovation of green packaging products. In the Danone Aqua's MPR program, the company launched bottle packaging from 100% recycled plastic in one of the provinces of Indonesia, one article categorizes this as green washing when looking at the other side of the company and this movement (Sasetyaningtyas, 2019). This statement was then led to the findings made by Putu Ni (2016) that, the phenomenon of green washing can cause confusion for consumers to believe whether the products they consume are really green or just green washing.

Figure 3. Path Model
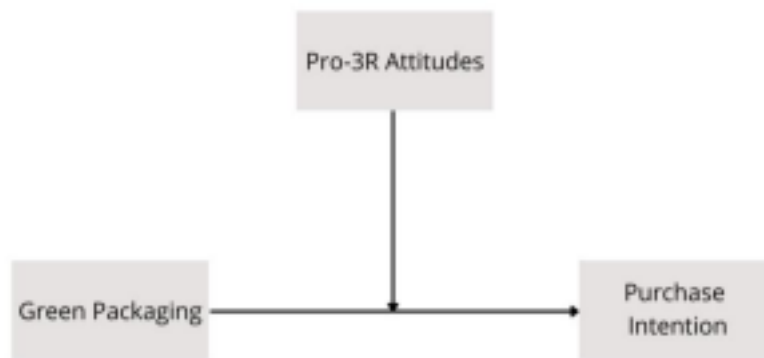
Source: (Processed Data, 2021)

Also, since the pro-3R attitudes can't be variable meditation, we are looking for several studies that provide recommendations for further research to test the Attitude towards the 3R with a different model, namely as a moderating variable. The moderating variable according to Sugiyono (2017) is a variable that can influence (strengthen or weaken) the relationship between variables. The following is a picture of the path model of the Attitude variable towards 3R as a moderating variable that can strengthen or weaken the influence of the relationship between Green Packaging products on Purchase Intention. In previous studies, the attitude's variable has partial effect as moderator of perceived usefulness on intention to use variables (William & Tjokrosaputro, 2021). Besides, there was a studies about environment too. Schultz & Oskamp (1996), have explored the role of attitudes as a moderator of the relationship between environmental concern and the specific pro-environmental behavior of recycling. The environmental concern was found to predict recycling when the amount of attitudes required was relatively high, but not when the amount of attitudes required was lower.

CONCLUSION

Regarding to the results of the research by using the path analysis method by means of the SEM model, which evaluated the effect of green packaging on

purchase intention mediated by pro-3R attitude, it may be inferred that the green packaging of Aqua LIFE products provided a very significant effect on the pro-3R attitude of Aqua consumers, this could be found from the percentage value of 69%, where consumers who realized more about green packaging knowledge would likely affect their pro-3R attitude in choosing eco-friendly (green) products. Furthermore, the green packaging variable directly affected purchase intention by 78%. This result stated that a consumer who had realized Aqua LIFE's green packaging would have a high direct purchase intention.

Meanwhile, the effect of pro-3R attitude as a mediating variable in this research provided an insignificant and negative value on the effect of green packaging on purchase intention. If examined more

deeply, the fairly high average value of the consumer's pro-3R attitude was able to contribute to the effect of purchase intention in Aqua LIFE's products. Based on the previous research included in this present research, the higher consume's eco-friendly attitude may actually affect the decrease in consumer purchase intention, because the pro-3R attitude refers to the attitude of consumers who consciously understand the green products. Consequently, the pro-3R attitude variable in this research was not successful in mediating the effect of green packaging on consumer purchase intention. Further research is suggested to raise this pro-3R attitude variable as a mediator variable, which functions as a variable that may strengthen or weaken the influence relationship between variables. Moreover, corporations or companies, specifically the marketing and public relations divisions, are expected to be able to plan deeper research on consumer purchasing behavior in choosing sustainable products, as well as explain the concept of green products to the general public to be more aware of environmental issues.

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