



UNIVERSITAS ANDALAS

THESIS

**THE INFLUENCE OF ECO-LABELS KNOWLEDGE, ENVIRONMENTAL
AWARENESS, PERCEIVED PRODUCT QUALITY, AND SOCIAL PRESTIGE
ON PURCHASE DECISIONS AT PREMIUM SUPERMARKETS: THE
MODERATING EFFECT OF CONSUMER EDUCATION LEVEL**

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ABSTRACT

This study examines the effect of eco-label knowledge, environmental awareness, perceived product quality, and social prestige on premium product purchase decisions at premium supermarkets in Jakarta, along with the moderating effect of consumer education level. A quantitative approach was applied using primary data from 147 consumers who purchased food and beverages at stores like GrandLucky, Ranch Market, and Kem Chicks. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, including measurement model, structural model, and bootstrapping procedures. The results show that environmental awareness, eco-label knowledge, and social prestige have a positive and statistically significant effect on purchase decisions. Conversely, perceived product quality shows a negative and statistically significant direct effect. Furthermore, consumer education level significantly strengthens the effect of eco-label knowledge while weakening the effect of perceived product quality on purchase decisions. However, it does not significantly moderate the influence of environmental awareness and social prestige. These findings indicate that ethical commitment and clear sustainability signals drive premium green purchases, with education serving as a cognitive filter.

Keywords : Eco-Label Knowledge, Environmental Awareness, Perceived Product Quality, Social Prestige, Consumer Education Level, Purchase Decisions.

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