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# FACTORS INFLUENCING PURCHASE INTENTION OF ENVIRONMENTALLY FRIENDLY MINERAL WATER PRODUCT IN JAKARTA

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## ABSTRACT:

This study aims to determine the effect of environmental knowledge, attitude towards green products, environmental concern, and eWOM on purchase intention of environmentally friendly mineral water products in Jakarta. The sampling method used is purposive sampling with criteria including domiciled in the DKI Jakarta area, aged at least 17 years, have consumed and know mineral water products with environmentally friendly packaging. The number of samples in this study were 334 respondents. The analysis method uses multiple linear regression processed with SPSS. The results showed that environmental knowledge, attitudes towards green products, environmental concern, eWOM partially had a positive and significant effect on the purchase intention of environmentally friendly mineral water products in Jakarta. In addition, environmental knowledge, attitudes towards green products, environmental concerns, and eWOM simultaneously also affect the purchase intention of environmentally friendly mineral water product in Jakarta.
**Keywords: Purchase Intention, Environmental Knowledge, Attitude towards Green Products, Environmental Concern, EWOM**

## BACKGROUND

The use of natural resources is the largest source of income and employment in many countries. Climate concerns are driving the world's corporate economy by making companies realize that strict environmental regulations are needed, thus consolidating environmental issues in the company's business strategy (Salem et al., 2018).

Based on the Environmental Performance Index (EPI) analysis as of 2020, Indonesia ranks 164 out of 180 countries in the world (Yale University, 2020). This data reflects the poor handling of the environment in Indonesia, including water quality, air quality, and handling environmental damage caused by natural and human factors, namely industrialization.

Greater awareness among customers, green consumers are increasingly conscious of the environment, health, safety, exceptional quality, and the needs of others when making

purchases (Bryła, 2019). The market for green products is also seen as a sector with enormous growth potential that generates economic benefits, including new jobs, and plays an important role in the economic transition towards sustainable development (Zimon et al., 2020). Plastic waste is one of the challenges of the bottled water industry sector. A mineral water product company in 2019 launched an innovative drinking water packaging made from 100% recycled plastic waste in Bali, which uses 12,000 tons of plastic bottles each year, became the first 100% recycled plastic bottle packaging product in Indonesia which is also 100% recyclable as well as being an environmentally friendly product innovation (Rahma, 2019).

Previous researchers investigated the introduction of green marketing in an attempt to explore the factors that influence consumers to purchase green products. This interest arises from scholarly work on the importance of protecting the environment, safeguarding natural resources, providing products that are good for people and the environment and implementing sustainable practices by companies (Al-Aomar & Hussain, 2018; Wang, Weng Wong, et al., 2020). On green consumer behavior highlights that consumers are increasingly motivated to buy environmentally friendly goods (Khan & Kirmani, 2018). Based on the description above, researchers are interested in conducting research with the title "Factors that influence purchase intention of environmentally friendly mineral water products in Jakarta".

## THEORETICAL FRAMEWORK

### Purchase Intention

Purchase intention can be considered as consumer interest in buying a particular product (Ariffin et al., 2018). Huang et al. in Chetioui et al. (2020) define purchase intention refers to the possibility that consumers plan or are willing to buy certain products in the future. Several previous studies have stated that there are four main indicators that describe the dimensions of consumer purchase intention, namely attention, interest, desire, action (Lv et al., 2022; Riansyah et al., 2023; Song et al., 2021).

### Environmental Knowledge

According to Safari et al. (2018) environmental knowledge is a term to refer to customers who know and are aware of environmental problems and solutions. Yao et al. (2020) explain that environmental knowledge is defined as the ability of individuals to identify environmental concepts, signs, and behavior patterns. Environmental knowledge is divided into two dimensions: Subjective environmental knowledge, referring to how much a person thinks they know about green phenomena; and Objective environmental knowledge, referring to how much a person actually knows about a type of product or issue (Khaleeli et al., 2021; Wang, 2022; Wang, Wong, et al., 2020).

### Attitude towards Green Products

Indriani et al. (2019) defines attitude as a manifestation of a person's likes or dislikes and attitude towards responding to various environmental issues is a reflection of how much an individual wants to be involved in environmental conservation. Attitude towards green products is considered as the extent to which the performance of environmentally friendly purchasing behavior is negatively or positively assessed by individuals (Al Mamun et al., 2018). Attitude towards green products is divided into three dimensions, namely: packaging, location, price and recommendations (Bhalla, 2021; Sakhawat, 2019; Singhal & Malik, 2018).

**Environmental Concern**

Environmental concern is considered a level of commitment and emotionality towards various environmental issues (Zhang & Egbe Stacy, 2019). Environmental concern is fundamental to environmental research and is an important factor in the consumer decision-making process (Liao et al., 2020). Several previous studies have stated environmental concern into three dimensions, namely egoistic, altruistic, biospheric (Chen, 2020; Saleem et al., 2021; Yang et al., 2021)

**eWOM**

Bu et al. (2021) indicate that eWOM is a powerful tool that can be adopted by marketers who want to reach their target customers in a fast and targeted manner. According to Mahmud et al. (2020), the sender of the message on social networks does not have the intention to commercialize the message, therefore electronic word of mouth has a high level of trust and credibility. Electronic word of mouth is divided into three dimensions, namely eWOM quality can be understood as how interesting the information provided to consumers is; eWOM quantity only refers to the scale of information available on the internet; eWOM credibility only refers to how much consumers believe that the information obtained through eWOM is correct and reliable (Balroo & Saleh, 2019; Evgeniy et al., 2019; Shome, 2021).
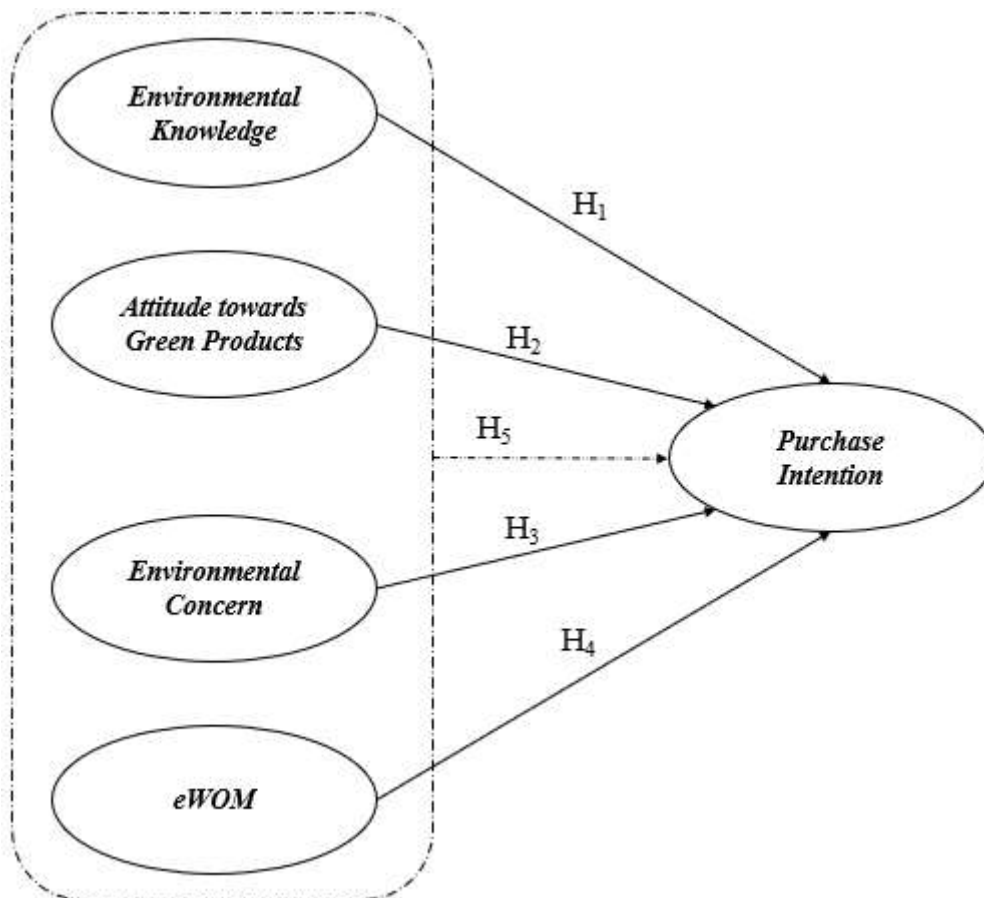


**Figure 1. Research Theoretical Framework**
Source: Data processed by Researchers (2023)

**Research Hypothesis**

Based on the explanation of the theoretical framework above, the hypothesis in this study can be shown as follows:

$H_1$: There is an influence of environmental knowledge on purchase intention.

$H_2$: There is an influence of attitude towards green products on purchase intention.

$H_3$: There is an influence of environmental concern on purchase intention.

$H_4$: There is an influence of eWOM on purchase intention.

$H_5$: There is an influence of environmental knowledge, attitude towards green products, environmental concern, and eWOM on purchase intention.

**RESEARCH METHODS**

**Place and Time of Research**

The research will be conducted in the DKI Jakarta area and conducted online by distributing questionnaires through Google Form. The questionnaire will be distributed using features on several social media such as WhatsApp, Line and Instagram.The time needed by researchers to obtain the required data is from January 2023 to July 2023.

**Research Design**

The research method that will be used by researchers is quantitative methods. According to Sugiyono (2017) quantitative research methods can be understood as research methods based on positivist philosophy, by examining certain populations or samples, collecting data using research tools, analyzing quantitative or statistical data and testing hypotheses. Researchers use quantitative research with survey methods to find out how much positive and significant influence between variables.

**Population and Sample**

According to Sugiyono in Hermawan (2019) population is a general field consisting of objects or subjects with certain qualities and characteristics that researchers identify to study and draw conclusions. The population described in this study are people in DKI Jakarta who have consumed or know mineral water products with environmentally friendly packaging.

Samples received from the population must have characteristics that can represent (Sugiyono, 2017). The sampling method used in this research is purposive sampling. The criteria are people in DKI Jakarta who are at least 17 years old and have consumed or know mineral water products with environmentally friendly packaging.

**Data Collection Technique**

In this study, researchers used primary data. The data collection procedure is that researchers distribute electronic questionnaires through the Google Form application and the questionnaires will later be distributed through various social media. Answers are made using a Likert-type scale based on the aspects measured for each variable. The answer options consist of six answer preferences from strongly disagree to strongly agree.

## RESULTS AND DISCUSSION

### Validity Test

Researchers calculated the validity test using SPSS. The calculation results will be compared with the r table value which has a significant level of 5%. Data can be said to be valid or accurate if the value of r count> r table, but if r count < r table then the data is invalid.

**Table 1. Validity Test Results**

| Variable | Statement | R count | R table | Description |
|---|---|---|---|---|
| | Item 1 | 0,723 | | Valid |
| | Item 2 | 0,600 | | Valid |
| | Item 3 | 0,765 | | Valid |
| | Item 4 | 0,626 | | Valid |
| Purchase intention | Item 5 | 0,710 | 0,107 | Valid |
| | Item 6 | 0,616 | | Valid |
| | Item 7 | 0,799 | | Valid |
| | Item 8 | 0,692 | | Valid |
| | Item 1 | 0,581 | | Valid |
| | Item 2 | 0,469 | | Valid |
| | Item 3 | 0,642 | | Valid |
| | Item 4 | 0,601 | | Valid |
| Environmental knowledge | Item 5 | 0,669 | 0,107 | Valid |
| | Item 6 | 0,575 | | Valid |
| | Item 7 | 0,641 | | Valid |
| | Item 8 | 0,478 | | Valid |
| | Item 1 | 0,552 | | Valid |
| | Item 2 | 0,508 | | Valid |
| | Item 3 | 0,606 | | Valid |
| Attitude towards green products | Item 4 | 0,564 | 0,107 | Valid |
| | Item 5 | 0,659 | | Valid |
| | Item 6 | 0,696 | | Valid |

| | | | |
|---|---|---|---|
| | Item 7 | 0,520 | Valid |
| | Item 8 | 0,559 | Valid |
| Environmental concern | Item 1 | 0,625 | Valid |
| | Item 2 | 0,715 | Valid |
| | Item 3 | 0,691 | Valid |
| | Item 4 | 0,734 | Valid |
| | Item 5 | 0,486 | Valid |
| | Item 6 | 0,607 | Valid |
| eWOM | Item 1 | 0,656 | Valid |
| | Item 2 | 0,655 | Valid |
| | Item 3 | 0,695 | Valid |
| | Item 4 | 0,733 | Valid |
| | Item 5 | 0,637 | Valid |
| | Item 6 | 0,689 | Valid |

(Note: "0,107" appears centered in the Environmental concern section and in the eWOM section)

Source: Data processed by Researchers (2023)

**Reliability Test**

Reliability is measured by the Cronbach's Alpha value with a minimum level of 0.70. If the variable has a value greater than 0.7, it can be concluded that all variables are declared reliable. The Cronbach alpha value obtained for purchase intention is 0.844, environmental knowledge 0.725, attitude towards green products 0.718, environmental concern 0.714, and eWOM 0.763 then each variable is declared reliable.

**Table 2. Reliability Test Results**

| Variable | Cronbach's Alpha | Description |
|---|---|---|
| Purchase intention | 0,844 | RELIABLE |
| Environmental knowledge | 0,725 | RELIABLE |
| Attitude towards green products | 0,718 | RELIABLE |
| Environmental concern | 0,714 | RELIABLE |
| eWOM | 0,763 | RELIABLE |

Source: Data processed by Researchers (2023)

**Normality Test**

The following is a table of normality test results to determine whether all data is normally distributed or not. The normality test was carried out on SPSS software through the Kolmogorov Smirnov test. Data that has a significant value> 0.05 will be said to be normally distributed. It can be concluded that the five variables are normally distributed. This is evidenced by the calculation results where the significant level of purchase intention (Y), environmental knowledge (X1), attitude towards green products (X2), environmental concern (X3), and eWOM (X4) is 0.121. The significant level of these variables is 0.121> 0.05.

**Table 3. Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| **N** |  | 334 |
| **Normal Parameters[a,b]** | Mean | 0.0000000 |
|  | Std. Deviation | 3.17878277 |
| **Most Extreme Differences** | Absolute | 0.121 |
|  | Positive | 0.072 |
|  | Negative | -0.121 |
| **Test Statistic** |  | 0.121 |
| **Asymp. Sig. (2-tailed)** |  | .121[c] |
| **a. Test distribution is Normal.** |  |  |
| **b. Calculated from data.** |  |  |
| **c. Lilliefors Significance Correction.** |  |  |

Source: Data processed by Researchers (2023)

**Linearity Test**

The linearity test is carried out to determine whether or not there is a linear connection between the independent variable and the dependent variable, determined by a probability value <0.05, the relationship between variables is linear.

**Table 4. Linearity Test Results Environmental Knowledge (X1) on Purchase Intention (Y)**

**ANOVA Table**

|  |  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| **Purchase Intention * Environmental Knowledge** | Between Groups | (Combined) | 2348.681 | 19 | 123.615 | 8.100 | 0.000 |
|  |  | Linearity | 1640.035 | 1 | 1640.035 | 107.470 | 0.000 |
|  |  | Deviation from Linearity | 708.646 | 18 | 39.369 | 10.180 | 0.000 |
|  | Within Groups |  | 4791.753 | 314 | 15.260 |  |  |
|  | Total |  | 7140.434 | 333 |  |  |  |

Source: Data processed by Researchers (2023)

**Table 5. Linearity Test Results Attitude towards Green Products (X2) on Purchase Intention (Y)**

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| **Purchase Intention * Attitude towards Green Products** | Between Groups | (Combined) | 2821.231 | 19 | 148.486 | 10.795 | 0.000 |
| | | Linearity | 2465.339 | 1 | 2465.339 | 179.227 | 0.000 |
| | | Deviation from Linearity | 355.892 | 18 | 19.772 | 1.437 | 0.112 |
| | Within Groups | | 4319.203 | 314 | 13.755 | | |
| | Total | | 7140.434 | 333 | | | |

Source: Data processed by Researchers (2023)

**Table 6. Linearity Test Results of Environmental Concern (X3) on Purchase Intention (Y)**

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| **Purchase Intention * Environmental Concern** | Between Groups | (Combined) | 2378.557 | 15 | 158.570 | 10.589 | 0.000 |
| | | Linearity | 1365.145 | 1 | 1365.145 | 91.165 | 0.000 |
| | | Deviation from Linearity | 1013.412 | 14 | 72.387 | 1.234 | 0.660 |
| | Within Groups | | 4761.877 | 318 | 14.974 | | |
| | Total | | 7140.434 | 333 | | | |

Source: Data processed by Researchers (2023)

**Table 7. Linearity Test Results of eWOM (X4) on Purchase Intention (Y)**

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| **Purchase Intention * eWOM** | Between Groups | (Combined) | 3176.801 | 18 | 176.489 | 14.026 | 0.000 |
| | | Linearity | 2712.009 | 1 | 2712.009 | 215.530 | 0.000 |
| | | Deviation from Linearity | 464.792 | 17 | 27.341 | 1.573 | 0.570 |

| | | | |
|---|---|---|---|
| Within Groups | 3963.633 | 315 | 12.583 |
| Total | 7140.434 | 333 | |

Source: Data processed by Researchers (2023)

Based on the results of the Linearity calculation in the ANOVA table above, it can be seen that the Significance value (Sig.) in the Linearity row is 0.000 less than 0.05. So it can be concluded that environmental knowledge (X1), attitude towards green products (X2), environmental concern (X3), and eWOM (X4) on purchase intention (Y) there is a linear relationship or the data used passes the linearity test.

**Multicollinearity Test**

The purpose of the multicollinearity test is to find out which two or more independent variables in the regression method have a perfect or almost perfect linear relationship, if the tolerance value is more than 0.1 and VIF is less than 10.00, then multicollinearity symptoms do not occur. The table of muliticollinearity test results shows the tolerance results for each variable> 0,1. The VIF value on the environmental knowledge variable is 1.582, attitude towards green products 1.972, environmental concern 1.258, and eWOM 1.421.

**Table 8. Multicollinearity Test Results**
**Coefficients**

| Model | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | StatisticVIF |
|---|---|---|---|---|---|---|---|
| (Constant) | -4.450 | 2.564 | | -1.736 | 84 | | |
| *Environmental Knowledge* | 197 | 60 | 157 | 3.288 | 1 | .632 | 1.582 |
| *Attitude towards Green Products* | 247 | 67 | 197 | 3.703 | 0 | .507 | 1.972 |
| *Environmental Concern* | 321 | 70 | 193 | 4.557 | 0 | .795 | 1.258 |
| *eWOM* | 576 | 63 | 411 | 9.117 | 0 | .704 | 1.421 |

Source: Data processed by Researchers (2023)

**Heteroscedasticity Test**

The results of the study are expected to not occur heteroscedasticity in the model to be tested. Research is said not to occur heteroscedasticity if the Glejser test is declared not to occur heteroscedasticity if the sig value in the table is greater than 0.05. The results of the Glejser test to show heteroscedasticity show that each variable has a value> 0.05. In the environmental knowledge variable of 0.211, attitude towards green products 0.165, environmental concern 0.146, and eWOM 0.235. This means that there is no heteroscedasticity in all variables of this study.

**Table 9. Heteroscedasticity Test Results**

| | Coefficients | | | | |
|---|---|---|---|---|---|
| **Model** | Unstandardized Coefficients | Std. Error | Standardized Coefficients Beta | t | Sig. |
| **(Constant)** | 8.625 | 1.677 | | 5.144 | 0 |
| *Environmental Knowledge* | -50 | 40 | -79 | -1.253 | .211 |
| *Attitude towards Green Products* | 62 | 44 | 98 | 1.390 | .165 |
| *Environmental Concern* | 126 | 47 | 152 | 2.665 | .146 |
| *eWOM* | -55 | 46 | -78 | -1.189 | .235 |

Source: Data processed by Researchers (2023)

**Multiple Linear Regression Test**

Multiple linear regression tests are carried out to determine the effect between two or more independent variables used on a dependent variable. It can be seen that the constant value is 4.450, and for the value of environmental knowledge is 0.197 while attitude towards green products is 0.247, environmental concern is 0.321 and eWOM is 0.576. So that a multiple linear regression equation can be obtained as follows: $Y = 4.450 + 0.197 (X1) + 0.247 (X2) + 0.321 (X3) + 0.576 (X4)$.

**Table 10. Heteroscedasticity Test Results**

| | Coefficients | | | | | | |
|---|---|---|---|---|---|---|---|
| **Model** | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | Statistic VIF |
| **(Constant)** | 4.450 | 2.564 | | -1.736 | 84 | | |
| *Environmental Knowledge* | 197 | 60 | 157 | 3.288 | 1 | .632 | 1.582 |
| *Attitude towards Green Products* | 247 | 67 | 197 | 3.703 | 0 | .507 | 1.972 |
| *Environmental Concern* | 321 | 70 | 193 | 4.557 | 0 | .795 | 1.258 |
| *eWOM* | 576 | 63 | 411 | 9.117 | 0 | .704 | 1.421 |

Source: Data processed by Researchers (2023)

**Hypothesis Test**

**T test**

The t test is to show the effect between the independent variables and the individual in explaining the dependent variable. If t count> t table, it means that there is a significant influence between the independent variable and the dependent variable. Partial significance test with a significance level of 5% or 0.05.

**Table 11. T Test Results Environmental Knowledge on Purchase Intention**

| | | Coefficients | | | | | |
|---|---|---|---|---|---|---|---|
| Model | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | Statistic VIF |
| (Constant) | 4.450 | 2.564 | | -1.736 | 84 | | |
| *Environmental Knowledge* | 197 | 60 | 157 | 3.288 | 1 | 632 | 1.582 |

Source: Data processed by Researchers (2023)

**Table 12. T Test Results Attitude towards Green Products on Purchase Intention**

| | | Coefficients | | | | | |
|---|---|---|---|---|---|---|---|
| Model | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | StatisticVIF |
| **Attitude towards Green Products** | 247 | 67 | 197 | 3.703 | 0 | 507 | 1.972 |

Source: Data processed by Researchers (2023)

**Table 13. T Test Results of Environmental Concern on Purchase Intention**

| | | Coefficients | | | | | |
|---|---|---|---|---|---|---|---|
| Model | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | Statistic VIF |
| *Environmental Concern* | 321 | 70 | 193 | 4.557 | 0 | 795 | 1.258 |

Source: Data processed by Researchers (2023)

**Table 14. T Test Results of eWOM on Purchase Intention**

| | | Coefficients | | | | | |
|---|---|---|---|---|---|---|---|
| Model | Unstad B | Coeffic Std. Error | Unst Coefficient Beta | t | Sig. | Collinearity Tolerance | StatisticVIF |
| *eWOM* | 576 | 63 | 411 | 9.117 | 0 | 704 | 1.421 |

Source: Data processed by Researchers (2023)

From the table of t test results above, it can be seen that the t value for X1 is 3.288; X2 is 3.703; X3 is 4.557; X4 is 9.117. At a significance value of 0.05, the t table value is 1.967. In other words, the variables of environmental knowledge, attitude towards green products, and eWOM partially have a positive and significant effect on purchase intention.

**F test**

The calculation in the f test is carried out simultaneously or simultaneously, it is said that the independent variables simultaneously affect the dependent variable, if f count> f table, or sig value <0.05.

**Table 15. F Test Results**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 3.775.582 | 4 | 943.896 | 92.290 | .000b |
| | Residual | 3.364.852 | 329 | 10.228 | | |
| | Total | 7.140.434 | 333 | | | |

Source: Data processed by Researchers (2023)

It can be seen that F count 92.290> 2.399 F table. The F test results in the table above also show that the significant value is 0.000 which means <0.05. It can be concluded that the variables of environmental knowledge (X1), attitude towards green products (X2), environmental concern (X3), and eWOM (X4) simultaneously affect purchase intention (Y).

**R Determination Coefficient Test**

The calculation of the coefficient of determination test R is applied to determine the number of numbers in the modification of the dependent variable caused by the independent variable.

**Table 15. R Determination Coefficient Test Result**

**Coefficients**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .727a | 529 | 523 | 3.198 | 1.530 |

Source: Data processed by Researchers (2023)

From the table, the calculated coefficient of determination test in the table shows the R Square value of 0.529 or 52.9%, meaning that the purchase intention (Y) variable is explained by all independent variables by 52.9% and 47.1% is influenced by other variables outside this regression model.

## DISCUSSION

### The Effect of Environmental Knowledge on Purchase intention

The test results show that environmental knowledge has a positive and significant effect on purchase intention. Research has shown the results of multiple linear regression environmental knowledge of 19.7%, which means that 80.3% is influenced by other factors.

Regression equation $Y = 4.450 + 0.197X1 + 0.247X2 + 0.321X3 + 0.576X4$. From the regression model equation, it can be interpreted that every time there is an increase in the environmental knowledge variable by 1%, the purchase intention increases by 0.197 (19.7%) or vice versa. Based on these results, it can be interpreted that environmental knowledge affects purchase intention.

### The Effect of Attitude towards Green Products on Purchase intention

The test results show that attitude towards green products has a positive and significant effect on purchase intention. Research has shown the results of attitude towards green products multiple linear regression of 24.7%, which means that 75.3% is influenced by other factors.

Regression equation $Y = 4.450 + 0.197X1 + 0.247X2 + 0.321X3 + 0.576X4$. From the regression model equation, it can be interpreted that every time there is an increase in the attitude towards green product variable by 1%, the purchase intention increases by 0.247 (24.7%) or vice versa. Based on these results, it can be interpreted that attitude towards green products affects purchase intention.

### The Effect of Environmental Concern on Purchase intention

The test results show that environmental concern has a positive and significant effect on purchase intention. Research has shown the results of multiple linear regression environmental concern of 32.1%, which means that 67.9% is influenced by other factors.

Regression equation $Y = 4.450 + 0.197X1 + 0.247X2 + 0.321X3 + 0.576X4$. From the regression model equation, it can be interpreted that every time there is an increase in the environmental concern variable by 1%, the purchase intention increases by 0.321 (32.1%) or vice versa. Based on these results, it can be interpreted that environmental concern affects purchase intention.

### The Effect of eWOM on Purchase intention

The test results show that eWOM has a positive and significant effect on purchase intention. Research has shown the results of multiple linear regression eWOM of 57.6%, which means that 42.4% is influenced by other factors.

Regression equation $Y = 4.450 + 0.197X1 + 0.247X2 + 0.321X3 + 0.576X4$. From the regression model equation, it can be interpreted that every 1% increase in the eWOM variable increases purchase intention by 0.576 (57.6%) or vice versa. Based on these results, it can be interpreted that eWOM affects purchase intention.

### The Effect of Environmental Knowledge, Attitude towards Green Products, Environmental Concern and eWOM on Purchase intention

The test results show that environmental knowledge, attitude towards green products, environmental concern, and eWOM simultaneously have a positive and significant effect on purchase intention. Based on the calculation of the f test, it can be seen that f count 92.290> 2.399 f table, it can be concluded that the variables of environmental knowledge (X1), attitude towards green products (X2), environmental concern (X3), and eWOM (X4) simultaneously

affect purchase intention (Y).

**CONCLUSION**

Based on theoretical studies, data analysis, and description of the results of research conducted by researchers on 334 respondents in DKI Jakarta related to purchase intention, it has provided conclusions and proof that the hypotheses of environmental knowledge, attitude towards green products, environmental concern, and eWOM can be accepted.

Researchers conducted this research, especially on consumers of mineral water products with environmentally friendly packaging in DKI Jakarta from January 2023 to July 2023, obtaining results that state environmental knowledge, attitude towards green products, environmental concern and eWOM with purchase intention partially and simultaneously have a positive and significant relationship. This means that the greater the influence of the independent variables owned by consumers of mineral water products with environmentally friendly packaging in DKI Jakarta, the more consumer interest in buying will increase.

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