

## **ABSTRACT**

*The biggest contributors to waste are driven by modern life, such as plastic bottles used for many disposable items. The purpose of this study was to determine the effect of Green Advertising and Environmental Concern on Green Purchase Intention on AQUA Life products. This type of research is quantitative and uses descriptive analysis method. The scale used in this study is a Likert scale using data testing techniques Validity and reliability test with a sample of 30 respondents. Sampling is done by the non-probability sampling method. The data analysis technique used is multiple linear regression analysis. Based on the results of the green advertising hypothesis on the green purchase intention has a calculated value of 1.735 < t value of the table 1.985 means that the green advertising variable does not significantly influence the green purchase intention, then the environmental concern variable on the green purchase intention has a calculated value of 1.582 > t value Table 1.985 means that the environmental concern variable does not significantly influence the green purchase intention variable. Then, based on the results of the f test, the results obtained from the calculated F value of 5.062 > F table value of 3.09. Because the calculated F value is 5.062 > the table's F value is 3.09. Then it can be concluded that the F test results are in accordance with the research hypothesis that Green Advertising and Environmental Concern simultaneously influence the Green Purchase Intention on Aqua Life Products.*

*Keywords: Green Advertising, Environmental Concern, and Green Purchase Intention*