

ABSTRACT

The research aims to investigate how sustainability campaign messages can influence Pijak Bumi's brand image as an environmentally friendly brand, considering price perception as a mediating variable. The theory used in this study is the Stimulus-Organism-Response (S-O-R) theory, which describes how stimuli perceived by individuals can trigger responses, either positive or negative, from the internal or external environment. The research approach is quantitative with an associative method. Based on the objectives and data collected, this study falls under the descriptive category. The data analysis technique used is Partial Least Squares-Structural Equation Modeling (PLS-SEM), which allows researchers to test complex relationship between variables. The research findings indicate that sustainability campaign messages significantly influence Pijak Bumi's brand image as an environmentally friendly brand, with price perception acting as a mediator. The alternative hypothesis is accepted, while the null hypothesis is rejected, showing that price perception plays a crucial role in strengthening the impact of sustainability campaign messages on brand image. These findings provide valuable insights for marketers in designing effective communication strategies to enhance the supported brand image.

Keywords: *campaign message, price perception, brand image, S-O-R theory.*