

INTISARI

Produk industri *Fast-Moving Consumer Goods* (FMCG), khususnya pada kategori kecantikan dan perawatan diri, telah mendorong perusahaan untuk memperhatikan aspek keberlanjutan dalam desain produk, termasuk kemasan. Di tengah meningkatnya kesadaran konsumen terhadap isu lingkungan, kemasan ramah lingkungan berpotensi memengaruhi persepsi dan perilaku konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kemasan ramah lingkungan terhadap loyalitas hijau, melalui dua variabel mediasi yaitu nilai persepsian dan risiko persepsian.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei daring terhadap 250 responden yang merupakan konsumen aktif produk kecantikan dan perawatan diri dengan kemasan ramah lingkungan. Teknik analisis yang digunakan adalah *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dengan bantuan software SmartPLS® 4. Responden dipilih menggunakan teknik *purposive sampling* dengan kriteria utama: berdomisili di Indonesia, berusia 18–35 tahun, serta pernah membeli produk berkemasan ramah lingkungan dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa kemasan ramah lingkungan berpengaruh signifikan terhadap nilai persepsian dan risiko persepsian. Selanjutnya, nilai persepsian terbukti berpengaruh positif signifikan terhadap loyalitas hijau, sedangkan risiko persepsian tidak menunjukkan pengaruh yang signifikan. Dengan demikian, kemasan ramah lingkungan secara tidak langsung memengaruhi loyalitas konsumen melalui peningkatan nilai persepsian, namun tidak melalui risiko persepsian. Temuan ini memberikan implikasi bahwa perusahaan FMCG perlu menekankan manfaat nyata dari kemasan ramah lingkungan guna mendorong loyalitas, tanpa terlalu khawatir terhadap kekhawatiran minor terkait risiko penggunaannya.

ABSTRACT

The development of the Fast-Moving Consumer Goods (FMCG) industry, particularly in the beauty and personal care category, has encouraged companies to incorporate sustainability aspects into product design, including packaging. Amid the growing consumer awareness of environmental issues, eco-friendly packaging has the potential to influence consumer perceptions and behavior. This study aims to analyze the effect of green packaging on green loyalty, mediated by two variables: perceived value and perceived risk.

This research adopts a quantitative approach using an online survey method involving 250 respondents who are active consumers of beauty and personal care products with eco-friendly packaging. The data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) method, assisted by SmartPLS® 4 software. Respondents were selected through purposive sampling with the following criteria: residing in Indonesia, aged between 18–35 years, and having purchased eco-packaged products in the past six months.

The results show that green packaging significantly influences both perceived value and perceived risk. Furthermore, perceived value has a significant positive impact on green loyalty, while perceived risk does not show a significant influence. Thus, green packaging indirectly affects consumer loyalty through enhanced perceived value but not through perceived risk. These findings imply that FMCG companies should highlight the tangible benefits of eco-friendly packaging to foster consumer loyalty, without being overly concerned about minor perceived risks associated with its use.