

ABSTRACT

The last few years until now the world is faced with environmental problems that have an impact on environmental damage and global warming. It is suspected that the use of products that are not pro-environmentally can pollute the environment that can be dangerous for the ecosystem and health. The purpose of this study is to examine and analyze the factors that can influence consumer purchase intentions in pro-environmentally products because until now there are still many uses of products that are not pro-environmentally. This study examines several factors, including consumer trust in producers, environmental concern, health concern and external factors is eco labels. By using the PLS-SEM analysis technique and involving approximately 203 respondents in Jabodetabek area, the results show that environmental concern affects consumer purchase intention in pro-environmentally products, eco label can affect consumer trust in producers, and environmental concern also health concern can positively moderate the relationship between consumer trust in producers and purchase intention.

Keywords: *Environmental Concern, Consumer Trust in Producers, Health Concern, Eco Label, Consumer Purchase Intention*