

## **ABSTRACT**

*There are important things that companies must pay attention to in developing environmentally friendly products, namely sustainability marketing. Sustainability marketing can be seen as learning about how business in product manufacturing is carried out, from producing, selecting packaging materials, promotion, distribution, how to consume the product. Danone-Aqua is a pioneer of bottled drinking water (AMDK) and soft drinks in Indonesia established 1973. As a form of vision and commitment in managing the operations responsible socially and environmentally, Aqua Lestari develop initiatives that comprise the protection of water resources, reduction of CO<sub>2</sub>, optimization of packaging, packaging waste collection, and distribution of products in a sustainable manner. This type of research is quantitative with 3 variables: green marketing as an independent variable, brand equity as a mediating variable, and consumer purchase intentions as the dependent variable. The data collection process done by distributing instruments in the form of research questionnaires to 240 respondents who made purchases of Aqua AMDK. The result is that green marketing and Aqua brand equity have a positive and significant effect on consumer purchase intentions.*

*Keywords: Product, Environment, Sustainable Marketing, Variable, Green Marketing*