

## **Abstract**

This study investigates the relationship between Eco-Friendly Beverage Product Packaging, Price Perception, and Customer Loyalty among environmentally-aware customers in Jakarta, Indonesia. Grounded in the Theory of Planned Behavior, the research explores whether sustainability-related features influence actual repeat purchasing behavior, beyond mere purchase intention. Using a quantitative explanatory design, data were collected via structured questionnaires from 163 respondents who met specific loyalty criteria (purchased at least thrice within the last six months). Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that Price Perception has a significant positive effect on Customer Loyalty, indicating that perceived fairness and affordability are strong drivers of repeated purchases. In contrast, Eco-Friendly Packaging does not significantly influence Customer loyalty, suggesting that sustainability features alone may not suffice to retain customers unless economic expectations are also met. The findings highlight a behavioral gap between environmental values and purchasing decisions, underscoring the need for businesses to align green marketing with competitive pricing to effectively foster Customer Loyalty.

**Keywords:** Customer Loyalty, Eco-Friendly Beverage Product Packaging, Price Perception, Environmentally-Aware Customers, PLS-SEM