

# Implementation of Eco-Label in Sustainable Business in Indonesia: Analysis of Legal Perspectives and Psychological Factors

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**Abstract:** This study investigates the implementation of eco-label innovations in the context of sustainable business in Indonesia, with a focus on analyzing the legal perspective and the impact of psychological factors on consumer behavior. Eco-labels, as indicators of sustainable products, have the potential to shape more environmentally friendly consumption patterns. Through a qualitative approach, a survey was conducted with 200 respondents representing various segments of society. The theoretical framework utilized the Theory of Planned Behavior (TPB) to measure consumers' positive intentions in selecting products with eco-labels, influenced by their positive attitudes towards the environment and social influences supporting pro-environmental behavior. The results show that the majority of respondents have limited knowledge or are unaware of Eco-Labels. Nevertheless, most respondents believe that products labeled with an eco-label are likely to be more environmentally friendly, and they consider information about eco-labels to influence their purchasing decisions. The significance of implementing eco-labels in sustainable businesses also received strong support from respondents. Respondents demonstrated a positive inclination towards stronger legal incentives to adopt eco-labels. Additionally, there is an awareness of psychological impacts on product choices, although confidence levels vary. Interestingly, the majority of respondents are more inclined to choose products with eco-labels, even if they are slightly more expensive. This research provides a comprehensive view of how Indonesian society responds to the implementation of eco-labels in sustainable businesses. These findings offer valuable insights for business practitioners, government bodies, and stakeholders in developing more effective strategies to promote sustainability through the use of eco-labels. The study concludes that the implementation of eco-labels holds significant potential for driving sustainable business practices in Indonesia, especially when considered through the lenses of legal perspectives and psychological factors within the TPB. A combination of effective regulations, improved consumer education, and an understanding of psychological factors in consumer behavior can promote the acceptance and adoption of eco-labels as a strategic step toward achieving a more sustainable business vision.

**Keywords:** Eco-Label, Sustainable Business, Legal Perspective, Theory of Planned Behavior, Consumers, Environment.

## Introduction

In an era of globalization and growing attention to environmental issues, sustainable business has become a dominating topic in economic and social discussions around the world. Sustainable business refers to an approach in which business activities are conducted by considering their impact on the environment, society, and the long-term economy. Sustainable business model innovation can be a growth strategy for business development (Nathaniela, 2022). In the context of Indonesia, as a country with rich natural resources and extraordinary biodiversity, the need for sustainable business is crucial to preserve the environment and promote community welfare.

Eco-Label innovation has become an important trend in sustainable business in Indonesia. According to Novita & Nurul, (2020) ecolabel products have a higher value than those without these labels, so environmentally friendly products will increase company revenue as well as state revenue. Therefore, it is important for companies and governments to cooperate with each other in educating consumers about the importance of consuming environmentally friendly products because it will have a positive impact on consumer health and environmental sustainability. An eco-label is a certificate on a product to provide information to consumers that the product in its life cycle triggers a relatively smaller negative impact on the environment compared to without the eco-label mark (Sammer & Wustenhagen, 2006).

The product life cycle includes the acquisition of raw materials, the process of loading, distribution, utilization, disposal, and recycling. Handayani, et al. (2018) explained that Eco-labels can take the form of statements, symbols, or graphics on a product label or packaging, in product literature, in an engineering bulletin, advertisement, or in a publication. The issue of Eco-Labeling is nothing new. The Eco-Label program was first introduced in Germany in 1979 (known as the Blue Angel), followed by Japan (with Ecomark), Taiwan (with Greenmark), and Singapore and Thailand (with Green label) (Sumitro, 2011). This trend reflects the increasing awareness of the public and companies on environmental and sustainability issues. Consumers tend to be more interested in buying products that have a lower environmental impact, while companies strive to gain a competitive advantage by promoting environmentally friendly business practices. In addition to benefits for consumers and the environment, the implementation of Eco-Label can also provide business benefits, such as improving corporate image, attractiveness to segments in an environmentally conscious market, and the potential for increased sales of eco-friendly products. However, the implementation of Eco-Label also requires close cooperation between the government, the sector private, and non-governmental organizations to develop clear standards that can be accounted for as well as to supervise the labeling process. In addition, companies also need to invest in optimizing their production processes to conform to established sustainability standards.

Eco-labels aim to promote environmental protection and product sustainability providing assurance to consumers that the product does not cause a negative impact. The awarding of eco-label certification is based on accurate scientific values and can be accounted for (Sari, 2016). The eco-label campaign aims to educate consumers to want to build more sustainable consumption patterns through the use of environmentally friendly products (Teisl et al., 2002; Tanner & Kast, 2003). This ecolabel information can be used by buyers or prospective buyers in determining which products are desirable based on consideration of environmental and other aspects. Eco-label products can be goods or services. To encourage manufacturers to produce products. To qualify for eco-labels, the government provides practical instructions on how to produce environmentally friendly goods and services. On the other hand, law enforcement for securing natural resources is very important, so that producers are more obedient in meeting the requirements of eco-label standards (Sari, 2016). In the context of sustainable business, Eco-Labels have an important role in helping consumers understand and choose products that are in line with environmental and social values. In addition, the Eco-Label also functions as an encouragement for companies to adopt more sustainable production practices to meet the standards set by the label.

There are two aspects that are important to be analyzed regarding the implementation of Eco-Label in sustainable business in Indonesia. First, the legal aspects that govern use and implementation of Eco-Label in products. Indonesia's need for rules and institutions related to Eco-Label is due to globalization in international trade. In the end, whether we realize it or not, with globalization, the rule of law in one country will affect the rule of law in another country (Kumala, 2017). Clear regulation and strong are indispensable to ensure that the use of Eco-Label does not mislead consumers and creates a fair business environment. Second, psychological factors that influence consumer behavior in choosing products with Eco-Labels. Understanding psychological factors such as attitudes towards the environment and social influences can help in devising effective strategies to encourage the adoption of ecologically labeled products. By combining the analysis of legal aspects and psychological factors, this research is expected to provide a comprehensive insight into how Eco-Labels can become an effective tool in encouraging sustainable business in Indonesia. The results of this research are expected to provide valuable recommendations for stakeholders, including governments, businesses, and consumers, to encourage the adoption of Eco-Labels as a strategic step towards a more environmentally friendly and sustainable business.

There have been many studies on eco-labels in the world, including: Ramli (2009), Rahbar (2011), and Mazhar (2022) for cases in Malaysia, Gatti (2022) for cases in the United States, Mauro et al. (2019), for cases in the European Union, Sammer (2006) for the case in Switzerland, and Wojnarowska (2021) for the case in Poland. Research at that time generally aimed to identify problems that existed in each country. Ramli (2009) showed that with some exposure to environmental-related experiences, Malaysian consumers would indeed react positively to

the eco-label. In fact, for situations that require them to consider the environmental aspects of a product that they wish to purchase, the eco-label will definitely be the crucial factor that will push them to make the right purchase choice.

Meanwhile, Gatti (2022) explained and suggested that ecolabels can maximize consumer interest by enforcing and promoting agrochemical standards, i.e. production without pesticides, in addition to the characteristics of preserving biodiversity. While certification adoption is increasing globally, the underlying assumption of economic sustainability is often untested; consumers must be willing to purchase eco-label products (Bangsa & Schlegelmilch, 2020). Furthermore, Mauro, et al. (2019) explained that the experience gained from implementing material efficiency aspects in the EU Ecolabel could serve as a reference for shaping design, communication or policy initiatives aimed at the promotion of a more circular economy. Attempts to quantify the impacts of material efficiency measures should be also integrated systematically in future research, with the support of tools like life cycle assessment. However, additional considerations of political, technical, and socio-economic nature, must be considered when assessing the relevance, feasibility, and ambition level of any material efficiency-related requirements.

When the recent Circular Economy Action Plan (EC 2015a), promotes the transition in the EU towards a more circular economy (that has remarked on the importance of material efficiency requirements in discussions about product sustainability), Ecodesign (EC 2005a, 2009a) serves to push the market towards more sustainable products through the implementation of mandatory minimum requirements. Meanwhile, Green Public Procurement (EC 2008b) and EU Ecolabel criteria (EC 2010) aim to pull the market by promoting the production and consumption of more sustainable product options. In particular, the Ecolabel is a type-I environmental label (ISO 2018) that can bring added value for companies that invest in eco-innovation and want to communicate the improved environmental performance of their products or services to consumers (Iraldo & Barberio 2017). In contrast, the Energy Label (EC 2017a) applies to the entire spectrum of relevant products and allows consumers to choose between different product performance levels.

In the case of ecolabeling, the correct interpretation of a sign by means of quick perception (primarily visual) utilizes the knowledge resources related to ecolabeling (Sammer, 2006) and may help consumers identify an environmentally friendly product and make decisions to buy a product that will be less detrimental to the environment. A correct communication process with the use of ecolabeling allows us to model consumer knowledge regarding the product's environmental aspects and thus influence their buying decisions (Rahbar, 2011 and Mazhar, 2022). Choosing ecological products undoubtedly mitigates negative environmental impacts and thus leads to the accomplishment of major objectives of sustainable production and sustainable consumption Wojnarowska (2021).

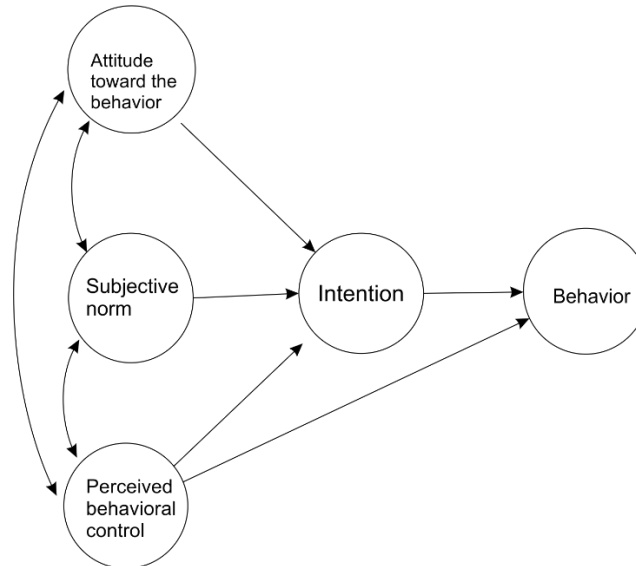
## Methodology

This research uses a qualitative-quantitative approach involving 200 respondents representing various segments of society in Indonesia. Graebner et al. (2012) identified, qualitative data builds upon theory where contradictions occur or whether there is simply a shortage, as mentioned in the literature review. Additionally, the qualitative approach allows an in-depth understanding of an under-investigated phenomenon. It captures an in-depth understanding of individuals' personal experiences and interpretations (Graebner et al., 2012), leading to a profound description of real-life organizational situations (Gephart Jr, 2004). Bikinshaw et al. (2011) acknowledge microprocesses through qualitative research.

Data will be collected through a questionnaire-based survey designed to collect respondents' views and perceptions on the application of Eco-Labels in sustainable business, then the results surveys are analyzed using software to test statistical data from correspondents on survey results using SPSS (Statistical Package for the Social Sciences). In analyzing psychological factors, this study will integrate the Theory of Planned Behavior (TPB) as a reference for the analysis. The TPB is a further development of TRA (Theory of Reaction Action) (Fishbein & Ajzen, 1975). Ajzen (1991, 2005) includes constructs that do not yet exist in TRA, namely perceived behavioral control to understand the limitations that individuals have in performing certain behaviors (Chau & Hu, 2001; 2002a; 2002b).

For decades, TPB served as the primary guidance for research on human actions (Ajzen, 2022). It is the most influential theory for understanding user decisions and assists in cracking the research on human behavior (Ajzen, 2006). Constructing a theory of planned behavior questionnaire. The theory divides human behavior into behavioral beliefs, normative beliefs, and control beliefs (Ajzen, 2022). The theory has five constructs as seen in Fig. 1 below; (i). The Attitude toward behavior describes an individual's positive or negative evaluation of self-performance of the particular behavior; (ii). Subjective norm shows the belief of whether most people approve or disapprove of the

behavior; (iii). Perceived behavioral control measures an individual's perceived ease or difficulty in performing a particular behavior; (iv). The intention is a person's intent or motivation to do some acts; and (v). Behavior determines the ability to perform a particular behavior, and that helps to decide what you want to do or not do.



**Figure 1. The theory of planned behavior**

Source: Ajzen (1991).

A behavior is done or not done not only determined by subjective attitudes and norms alone, but also the individual's perception of the control he can exercise based on his belief in that control (control beliefs) (Ajzen & Fishbein, 1980). Good public perception will influence consumer purchasing behavior to buy environmentally friendly products, so as to reduce the negative impact of products that have a negative impact towards the environment. There are several factors that influence a person to behave pro-environment i.e. demographic, external and internal factors (Kollymuss & Agyeman, 2002).

## Result and Discussion

In an era where awareness of environmental issues is increasing, Eco-Label innovation emerging as a solution that leads consumers towards more sustainable choices. Eco-Labels are visual tools that provide information about the environmental impact of a product, helping consumers make more conscious decisions regarding their purchases. However, innovations in this concept are not just limited to the information aspect; Over time, the Eco-Label has evolved into a more comprehensive and effective tool in realizing Sustainable Business Vision. This study uses 7 variables to analyze, including:

No	Variable	Indicator Values
1.	Eco-Label awareness	Don't know at all: 2 A bit Familiar: 3 Very Familiar: 4
2.	Confidence in product sustainability	Strongly Disagree: 0 Disagree: 1 Neutral: 2 Agree: 3 Strongly Agree: 4
3.	The Effect of Eco-Label on Purchasing	Don't know: 0 Not so affecting: 2 Quite affecting: 3 Great Affecting: 4

4.	The Importance of Implementing Eco-Label	Don't know: 0 Less important: 1 Neutral: 2 Quite important: 3 Very important: 4
5.	Support of legal incentive	Totally disagree: 1 Disagree: 2 Agree: 3 Totally agree: 4
6.	Psychological Factors of Eco-Label	Don't believe it: 1 Lack of trust: 2 Trust enough: 3 Very trusting: 4
7.	Price dependence	Never: 2 Sometimes: 3 Ya, Selalu: 4

Source: Authors

The following are the survey results from 200 respondents, with statistical data and validation as follows:

**Data Statistics**

		Eco-Label awareness	Confidence in product sustainability	Effect of Eco-Label in purchasing	Importance of implementing Eco-Label	Support of legal incentive	Psychological factors of Eco-Label	Price Dependence
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0

Source: Statistical Descriptive Data Results using SPSS calculations

Table 1: Eco-Label Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know at all	145	72.5	72.5	72.5
	A bit Familiar	40	20.0	20.0	92.5
	Very Familiar	15	7.5	7.5	100
	Total	200	100.0	100.0	

Source: Data Processed

Table 1 illustrates respondents' level of awareness of the Eco-Label concept in the context product or service. The results can be broken down as follows:

1. Very familiar (7.5%): 15 respondents out of a total of 200 stated that they are very familiar with the Eco-Label concept. This indicates the existence of a small group who have in-depth knowledge of Eco-Labels and how these labels relate to sustainable products or services.

2. A bit Familiar (20%): 40 respondents or 20% of the total respondents, claimed to be somewhat familiar with the concept of Eco-Label. This shows that there are a number of respondents who have a fundamental understanding of Eco-Label, but have not deeply understood all aspects of it.

3. Don't know at all (72.5%): The overwhelming majority, namely 145 respondents or about 72.5% of the total respondents, admitted that they did not know at all about the concept of Eco-Label. This reflects that there is still room for increased awareness and understanding of Eco-Label among the public.

Thus, the results of this table analysis highlight that most respondents have a limited level of knowledge or even no knowledge at all about Eco-Labels. This shows the need for further efforts in raising public awareness about the Eco-Label concept and how it plays a role in supporting business sustainability in Indonesia.

**Table 2: Confidence in Product Sustainability**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.5	2.5	2.5
	Disagree	15	7.5	7.5	10.0
	Neutral	40	20.0	20.0	30.0
	Agree	80	40.0	40.0	70.0
	Strongly Agree	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

Source: Data Processed

Table 2 analyses respondents' level of confidence in the sustainability of the product which has an Eco-Label. The results can be broken down as follows:

1. Strongly Agree (30%): As many as 60 respondents or 30% of the total respondents said they strongly agree that products labeled Eco-Label tend to be more environmentally friendly. This shows the strong confidence of some respondents in the role of Eco-Label in identifying sustainable products.

2. Agree (40%): 80 respondents or 40% of the total respondents agree that products labeled Eco-Label are more sustainable. This shows that the majority of respondents have a positive view of the sustainability impact associated with Eco-Label products.

3. Neutral (20%): 40 respondents or 20% of the total respondents took a neutral position. This shows that there are a number of respondents who do not have a strong view regarding the sustainability of Eco-Label labeled products.

4. Disagree (7.5%): 15 respondents or 7.5% of the total respondents disagree that Eco-Label products are more sustainable. This reflects that a small percentage of respondents still doubt the relationship between Eco-Label and product sustainability.

5. Strongly Disagree (2.5%): 5 respondents or 2.5% of the total respondents strongly disagree with the belief that Eco-Label products contribute to sustainability. This reflects the views of a minority who are deeply skeptical of the role of Eco-Labels in this context.

Thus, the results of this table analysis indicate that the majority of respondents have a positive view of the sustainability of products that have Eco-Label, even though there is variation in the level of confidence between them.

**Table 3: Effect of Eco-Label on Purchasing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	11	5.5	5.5	5.5
	Not so affecting	50	25.0	25.0	30.5
	Quite affecting	81	40.5	40.5	71.0
	Great affecting	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

Source: Data processed

Table 3 illustrates how respondents perceive the influence of Eco-Labels in their purchasing decisions.

The results are described as follows:

1. Great Affecting (29%): As many as 58 respondents or 29% of the total respondents feel that Eco Label greatly influences their purchasing decisions. This indicates that some respondents have a strong belief that products labeled Eco-Label are the determining factor in choosing products.
2. Quite Affecting (40.5%): 81 respondents or 40.5% of the total respondents feel that Eco-Label is quite influencing their purchasing decision. This shows that the majority of respondents recognize the influence of Eco-Label in their decision-making process.
3. Not So Affecting (25%): As many as 50 respondents or 25% of the total respondents feel that Eco-Label does not influence their purchasing decision so much. This reflects that there is a group of respondents who may consider factors other than Eco-Label in choosing a product.
4. Don't Know (5.5%): 11 respondents or 5.5% of the total respondents admitted that they do not know how much influence Eco-Label has in their purchasing decisions. This suggests that some respondents may not have really considered this factor in their buying experience.

Thus, the results of this table analysis indicate that the majority of respondents feel the influence of Eco-Labels in their purchasing decisions, although there are variations in how much influence it has.

**Table 4: The Importance of Implementing Eco-Label**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	5	2.5	2.5	2.5
	Less important	10	5.0	5.0	7.5
	Neutral	25	12.5	12.5	20.0
	Quite Important	85	42.5	42.5	62.5
	Very Important	75	37.5	37.5	100.0
	Total	200	100.0	100.0	

Source: Data processed

Table 4 illustrates respondents' views on the importance of implementing Eco-Label in sustainable business. The results can be broken down as follows:

1. Very Important (37.5%): As many as 75 respondents or 37.5% of the total respondents consider the application of Eco Label very important in sustainable business. This shows that most respondents have a positive outlook and support action to include Eco-Label in sustainable business strategies.
2. Quite Important (42.5%): 85 respondents or 42.5% of the total respondents consider the implementation of Eco-Label quite important. This reflects the majority view that Eco-Labels have a significant role to play in driving sustainability in business.
3. Neutral (12.5%): 25 respondents or 12.5% of the total respondents took a neutral position regarding the importance of Eco Label. This suggests that a number of respondents may have doubts or not yet have a strong view regarding the role of Eco-Label.
4. Less Important (5%): 10 respondents or 5% of the total respondents consider the application of Eco-Label less important in sustainable business. This shows that there is a minority group that does not fully support the role of Eco-Label in business sustainability.
5. Don't Know (2.5%): 5 respondents or 2.5% of the total respondents admitted that they did not know how important the application of Eco Label is in sustainable business. This may reflect a lack of information or understanding regarding Eco Labels among this group.

Thus, the results of this table analysis illustrate the variation of respondents' views on the importance of implementing Eco-Label in sustainable business, with the majority of respondents considering it important or moderately important.

**Table 5: Support of Legal Incentive**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree at all	25	12.5	12.5	12.5
	Disagree	40	20.0	20.0	32.5
	Agree	60	30.0	30.0	62.5
	Fully Agree	75	37.5	37.5	100.0
	Total	200	100.0	100.0	

Source: Data Processed

Table 5 illustrates respondents' views regarding their support for legal incentives that support the implementation of Eco-Label in sustainable business. The results can be broken down as follows:

1. Fully Agree (37.5%): A total of 75 respondents or 37.5% of the total respondents fully agreed that the government should provide legal incentives for businesses that implement Eco-Label. This shows that the majority of respondents support measures that encourage the use of Eco-Labels in business.
2. Agree (30%): 60 respondents or 30% of the total respondents agree with the idea of legal incentives. This suggests that positive opinions of legal incentives have significant support among respondents.
3. Disagree (20%): 40 respondents or 20% of the total respondents disagree with the provision of legal incentives. This suggests that there is a group of respondents who have a negative view of this approach.
4. Disagree at All (12.5%): A total of 25 respondents or 12.5% of the total respondents strongly disagreed with the provision of legal incentives. This shows that there is a strong minority view against such legal incentives.

Thus, the results of this table analysis illustrate the variation of respondents' views on legal incentive support in encouraging the implementation of Eco Label in sustainable business, with a majority agreeing or fully agreeing.

**Table 6: Faktor Psikologis Terhadap Eco-Label**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No trust	20	10.0	10.0	10.0
	Lack of trust	60	30.0	30.0	40.0
	Trust Enough	80	40.0	40.0	80.0
	Strongly Confident	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Source: Data Processed

Table 6 reflects respondents' views on psychological factors in Eco-Label use. The results can be broken down as follows:

1. Strongly Confident (20%): As many as 40 respondents or 20% of the total respondents strongly believe in the effectiveness and impact of Eco-Label in supporting sustainability. This shows that there is a group of respondents who have high confidence regarding Eco-Label.
2. Trust Enough (40%): 80 respondents or 40% of the total respondents believe enough in psychological factors in the use of Eco-Label. This indicates that the majority of respondents have a positive belief in the role of Eco-Label in their purchasing decisions.
3. Lack of Trust (30 %): As many as 60 respondents or 30% of the total respondents feel less trust in the impact of Eco-Label. This reflects doubts in some groups of respondents regarding the effectiveness and impact of Eco-Labels.
4. No Trust (10 %): 20 respondents or 10 % of the total respondents stated that they do not believe in the psychological factors associated with the use of Eco-Label. This reflects a minority view that is skeptical of Eco-Label's role in influencing purchasing decisions.

Thus, the results of the analysis of this table illustrate the variation of respondents' views related to psychological factors in the use of Eco-Label, with the majority of respondents having varying levels of belief.

**Table 7: Price Dependence**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	58	29.0	29.0	29.0
	Sometimes	80	40.0	40.0	69.0
	Yes, always	62	31.0	31.0	100.0
	Total	200	100.0	100.0	

Source: Data Processed

Table 7 illustrates the barriers faced by respondents in choosing Eco-Label products. The results can be broken down as follows:



1. Higher Prices (50%): As many as 100 respondents or 50% of the total respondents consider higher prices to be the main obstacle in choosing Eco-Label products. This shows that the price aspect is still a critical consideration for most respondents.
2. Limited Availability of Products (35%): 70 respondents or 35% of total respondents stated that limited availability of products was a barrier factor. This indicates that some respondents may have difficulty finding products labeled Eco-Label that match their preferences.
3. Lack of Clear Information (15%): As many as 30 respondents or 15% of the total respondents feel that lack of clear information is an obstacle. This reflects the need for more complete and easy-to-understand information related to Eco-Labels.
4. Uncertainty about Benefits (10%): 20 respondents or 10% of total respondents consider uncertainty about benefits as a barrier factor. This suggests that some respondents may have doubts about the real impact of Eco-Label products.

Thus, the results of this table analysis illustrate the various barriers faced by respondents in choosing Eco-Label labeled products, with higher prices being the main significant obstacle.

Based on the results from Table 1 to Table 7, several conclusions can be drawn regarding public views and perceptions on the application of Eco-Label in sustainable business in Indonesia:

1. Eco-Label Awareness: The majority of respondents (72.5%) know nothing about the concept of Eco-Label. This shows the need for further efforts in raising public awareness regarding Eco-Label to support sustainable businesses.
2. Confidence in Product Sustainability: The majority of respondents (70%) have a positive belief that products labeled Eco-Label are more sustainable. This belief can be an important factor in encouraging more environmentally friendly product choices.
3. The Effect of Eco-Labels on Purchasing: The majority of respondents (70%) feel that Eco-Labels influence their purchasing decisions. This shows that information about Eco-Label can influence consumer behavior in choosing products.
4. The Importance of Eco-Label Implementation: The majority of respondents (80%) consider Eco-Label implementation important or quite important in sustainable business. This support reflects a positive outlook on Eco-Label's role in driving sustainability.
5. Support for Legal Incentives: The majority of respondents (67.5%) agree or fully agree that the government should provide legal incentives for businesses that implement Eco-Labels. This shows support for the role of regulation in encouraging the adoption of Eco-Labels.
6. Psychological Factors in Eco-Label Use: The majority of respondents (60%) have positive beliefs about psychological factors in Eco-Label use. This suggests that perceptions and beliefs towards Eco-Labels can influence consumer behavior.
7. Barriers to Choosing Eco-Label Products: The higher price factor (50%) is the main obstacle in choosing Eco-Label products. This indicates that the economic aspect is still a major consideration in purchasing decisions.

## Conclusion

Overall, the results from these tables underline that despite Eco-Label's support and confidence in driving sustainable business, there are still challenges and barriers that need to be overcome, particularly related to lack of awareness, higher prices, and product availability. The implications of these findings provide a more in-depth look at how efforts can be made to promote Eco-Label in sustainable business in Indonesia. The impact of implementing Eco-Label in sustainable business not only impacts Indonesia but also has broader and global implications. The principles underlying Eco-Label can create positive change on a global scale, given the increasingly pressing environmental challenges around the world. This narrative allows us to understand that Eco-Label has the potential to:

1. Driving Global Change: A well-implemented Eco-Label can be a catalyst for business practice change around the world. As companies in different countries compete to meet Eco-Label standards, this can move the industry towards more sustainable practices.
2. Reducing Global Environmental Impact: With global adoption, Eco-labels can help reduce negative impacts on the environment globally. This includes reducing greenhouse gas emissions, more efficient use of resources, and protection of global ecosystems.
3. Fighting Climate Change: Global efforts to reduce emissions and combat climate change are critical. Eco-labels that are applied consistently can help steer companies towards more environmentally friendly practices and contribute to global goals in climate change.
4. Inspiring Other Countries: If a country or region successfully implements the Eco-Label and gains good support from businesses and communities, it can inspire other countries to adopt a similar approach.

5. Building International Standards: Uniformity in the application of Eco-Labels in different countries can lead to the development of strong international standards. It can help address global environmental challenges in a coordinated and effective way.

6. Encouraging International Cooperation: The success of the eco-label can be the focus of international cooperation in addressing shared environmental issues. Countries can work together to develop better guidelines and share best practices.

7. Global Consumer Empowerment: Clear information through Eco-Label can empower consumers around the world to make more sustainable purchasing decisions. This can drive demand for more environmentally friendly products.

Initially focused on consumer products such as food and clothing, Eco-Label has now penetrated into various sectors, including technology, construction, and services. This means that consumers have more options to contribute to sustainability in various aspects of their lives. Overall, Eco-Label innovation is an important step towards a more comprehensive and impactful sustainable business. By integrating technology, and social aspects, and expanding industry coverage, Eco-Label has transformed into a more powerful tool in shaping consumer behavior. It's not just about providing information, but also about driving changes in consumption patterns towards a more sustainable world.

From a legal perspective, Eco-Label innovation has a significant impact because it involves legal obligations related to consumer information, honest advertising, and consumer protection.

From a legal perspective, Eco-Label has an influence on society in sustainable business development, including:

1. Accurate Consumer Information: Consumer law generally requires manufacturers and retailers to provide accurate and clear information to consumers. In the context of Eco-Label innovations that use technologies such as QR codes or RFID, there is a legal obligation to ensure that the information provided through such technologies is correct and easily accessible to consumers.

2. Non-Misleading Advertising: Eco-labels applied to products are often used in marketing strategies. In many jurisdictions, there are laws prohibiting misleading or false advertising. Therefore, manufacturers or retailers using Eco-Label must ensure that the claims they make in advertising correspond to reality and are supported by sufficient evidence.

3. Compliance with Environmental Standards: Eco-label innovations covering environmental and social aspects may have an impact on legal obligations related to environmental standards and corporate social responsibility. Manufacturers or companies that claim to have sustainable products based on Eco-Label can be legally questioned if they do not meet the standards they claim.

4. Consumer Protection: Eco-labels have an important role in providing consumers with information about the products they buy. From the perspective of consumer law, consumers have the right to obtain clear, accurate, and non-misleading information about the products they purchase. If the information provided through Eco-Label is inaccurate or misleading, manufacturers or retailers may face lawsuits from consumers.

5. Government Regulation: Eco-label innovations may also be subject to government regulations regarding product labeling and advertising practices. Governments can have regulations or guidelines on the types of information that should be included in Eco-labels, how the information is presented, and the actions that can be taken if there is a violation.

This linkage shows that Eco-Label innovation not only involves business and environmental aspects but also has complex legal implications. Parties involved in implementing Eco-Label must ensure that they comply with applicable legal regulations and provide accurate and honest information to consumers.

From a psychological perspective, Eco-Label innovation has a significant impact on consumer behavior and their perception of products, including:

1. Attitude Influence: Eco-label innovations, such as the use of technology to provide more in-depth information, can influence the formation of consumer attitudes toward products. Consumers who feel they have easy access to in-depth information about a product's environmental impact tend to have a positive attitude toward the product.

2. Influence of Social Norms: Eco-labels that include information about a company's social or ethical practices can influence consumers' perceptions of upheld social norms. Consumers tend to feel more positively towards products that support social values that are respected by society.

3. Planned Behavior (TPB) Theory: Eco-label innovations can have an impact on elements in the SDGs. For example, technology that provides in-depth information can influence perceptions of behavioral control. When consumers feel they have access to complete information, they tend to feel better able to make sustainable decisions.

4. Psychological Effects of Labeling: Labeling products can trigger certain psychological effects on consumers. For example, Eco-Labels can trigger a "sustainability" effect where consumers feel that they are making a positive contribution to the environment when choosing products with such labels. It can provide consumers with a feeling of accomplishment and psychological satisfaction.

5. Pro-Environmental Behavior: Eco-label innovations that provide richer information about a product's environmental impact can influence more pro-environmental consumer behavior. Consumers tend to be more inclined to choose products with a lower environmental impact when they have more detailed information about the product's environmental footprint.

6. Influence of Emotions: Eco-labels that highlight positive impacts on the environment and society can also trigger positive emotions in consumers. Consumers may feel better and more positive when choosing products that contribute to sustainable goals.

This linkage shows that Eco-Label innovations not only influence purchasing decisions but also have a deep impact on consumer psychological factors. Understanding these psychological factors can help companies in designing Eco-Labels that are more effective in influencing consumer behavior toward sustainable choices. Thus, the implementation of Eco-Label can have a positive impact at a national level such as in Indonesia, the potential global impact is a broader and sustainable change in the way the world does business and interacts with its environment.

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