

CHAPTER V

CLOSING

The study and its conclusion will be covered in this chapter's discussion. Additionally, this chapter will discuss the research's limitations and how they may affect its potential future course.

5.1 Research Conclusion

This study examined how one or more factors affect other variables using quantitative research, with the main method of data gathering being hypothesis testing. This research aims to discover the antecedent of bring intention reusable bag for shopping of Gen Z Behaviour in Padang City. In this study, three hypotheses are developed. The three hypotheses may be concluded once the test in SmartPLS 4.0 is completed using tests like the following: descriptive statistics measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-square and T-test) :

1. Green Attitude has a positive and significant effect on bringing intention of gen Z in Padang City bring a reusable bag for shopping. This means that by Gen Z green attitude positively correlated with the bring intention of bring reusable bags for shopping.
2. Subjective norm has a positive and significant effect on bring intention of gen Z in Padang City bring a reusable bag for shopping. This means that the higher a person's feelings of social pressure from important references, such as family and friends, referred to as subjective norms, the higher the intention to bring a reusable bag for shopping of Gen Z in Padang City.
3. Perceived behaviour control has a positive and significant effect on bringing intention of gen Z in Padang City bring a reusable bag for shopping. This means that The higher the subjective assessment of how simple or

challenging it is to perform the action under consideration. PBC considers a person's characteristics, external limitations, and perceptions of one's own abilities and resources the higher the intention to bring a reusable bag for shopping for Gen Z in Padang, the higher the concern for the environment of Gen Z in Padang.

4. Environmental Concern has a positive and significant effect on bringing intention of gen Z in Padang City bring a reusable bag for shopping. This means that by Gen Z environmental concern positively correlated with the bring intention of bring reusable bags for shopping.

5.2 Limitations

The researcher realizes that there are still limitations in this research that can affect the results, so further research is needed. Limitations in this research are as follows:

1. This research discusses 4 factors: Green Attitude (GA), Subjective Norm (SN), Perceived Behavior Control (BC), and Environmental Concerns (EC) in customer decisions when bring reusable bags when shopping. The variables in this study show an adjusted R² value of 0.439, which means that the independent variable explains the dependent variable by 44%, while variables outside this study have an influence of 56%. Thus, there may be other factors outside this research that might influence customers' decisions in bring intention reusable bags for shopping.
2. The data in this research were source from questionnaires filled out by respondents online, so questionnaire distribution was not evenly distributed in all sub-district in Padang. And the data used in this research can be subjective because the answers to the questionnaire depend on opinion and understanding of each respondent.

3. The majority of respondents in this study were female, namely 104 respondents or 65%, so most of the data in this study may be based on the opinions and understanding of female respondents.
4. This research was conducted on several Gen Z consumers in Padang City. In this research, Gen Z customers or consumers using reusable bags when shopping have become pioneers in reducing environmental pollution and reducing plastic waste.

5.3 Research Implication

From the research results obtained, there are several implications obtained with the aim of improving customer decisions in using reusable bags :

1. Theoretical Implication

all variables in this study support previous research. This research proves all the supporting variables of previous research whose results have a positive and significant effect on generating intentions. This is a very interesting finding because there are not many theories discussing carrying reusable shopping bags. Therefore, further research is needed to reveal Gen Z intention to bring reusable bags for shopping. , Further research is needed to uncover the causes of this relationship :

- A. The research results show that green attitude has a positive and significant effect on bringing intention. The original P value is 0.047 , which means green attitude is positively correlated. So, based on the value hypothesis is supported.
- B. The research results show that subjective norm has a positive and significant effect on bringing intention. The P values is 0.000, which means perceived behavior control is positively correlated. So, based on the value hypothesis is supported

C. The research results show that perceived behaviour control has a positive and significant effect on bringing intention. The P value is 0.000, which means subjective norm is positively correlated. So, based on the value hypothesis is supported

D. The research results show that environmental concern has a positive and significant effect on bringing intention. The P value is 0.048, which means subjective norm is positively correlated. So, based on the value hypothesis is supported

2. Practical Limitation

The practical implications of this research are input for Gen z and management practices in an effort to increase environmental awareness by focusing more on reducing plastic waste. This practical implication is based on green attitude, perceived behavioral control, subjective norms and environmental concern which have been proven to play a positive role in the bring intention reusable bags for shopping. Therefore Gen z implementation and management practices should be focused on the bring intention reusable bags for shopping. then these efforts can be made in order to increase awareness of the environment. As humans living on earth, it's a good idea for us to protect the environment and prevent environmental damage by reducing plastic waste and of course with the bring intention reusable bags for shopping that can be reused and used so that environmental awareness towards life is high so that we can protect the earth and this can be realized with good behavior. Environmentally concern and can be useful for protecting the earth in the long term.

5.4 Suggestions

Based on the conclusions and discussion of the research results, the researchers will provide suggestions including:

1. For further research, it is necessary to add variables that do not exist in this research by knowing which variables have a greater influence. Further research can examine factors related to taglines from both internal and external aspects.
2. For further further research, it is recommended during the process distribute questionnaires directly offline. Well, that's the distribution questionnaires were distributed evenly in every sub-district in Padang.
3. Future research is expected to develop this research to be more complex and in-depth and involve all more complex research populations.
4. For further research, it would be better to be more thorough and include other big cities in West Sumatra, so that the research will be more effective and complete.

