

**THE INFLUENCE OF COLLECTIVISM, ENVIRONMENTAL CONCERN,
AND PERCEIVED PERFORMANCE ON SUSTAINABLE INVESTMENT
INTENTIONS WITH ATTITUDE AS THE MEDIATION VARIABLE
(CASE STUDY ON GENERATION Z IN WEST SUMATRA)**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate
Study Program Department of Management Faculty of Economics and Business



Submitted by:

Siti Nabila Rahandi

2010521032

Supervisor:

Fajri Adrianto, S.E., M.Bus (Adv.), Ph.D.

**INTERNATIONAL MANAGEMENT STUDY PROGRAM
DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ANDALAS
PADANG
APRIL 2024**



| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------|
| Alumni Number at University | Siti Nabila Rahandi | Alumni Number at Faculty |
| a) Place/Date of Birth: Dumai/June 30, 2002, b) Parents' Names: Andi Fitra and Maisarah, c) Faculty: Economics and Business, d) Department: International Management, e) ID Number: 2010521032, f) Graduation Date: April 2, 2024, g) Grade: With Honors, h) GPA: 3,77, i) Length of Study: 3 years 7 months, j) Parents' Adress: Jl. Setia Bakti No. 11, Tanjung Palas, Dumai Timur, Dumai, Riau, 28816 | | |

**The Influence of Collectivism, Environmental Concern, and Perceived Performance on Sustainable Investment Intentions with Attitude as the Mediation Variable
(Case Study on Generation Z in West Sumatra)**

*Thesis by: Siti Nabila Rahandi
Thesis Supervisor: Fajri Adrianto, S.E., M.Bus (Adv.), Ph.D.*

ABSTRACT

Sustainable investment is an investment practice that incorporates ESG factors to achieve financial gains and foster positive societal impacts. It is one of the strategies to achieve the SDGs. Therefore, enhancing the growth of this kind of investment is crucial. One of the strategies is to examine the factors that can influence investors' intentions to invest their money in sustainable investments. This study aims to examine the influence of collectivism, environmental concern, and perceived performance on sustainable investment intentions. Furthermore, it also examined whether attitude can mediate their relationship or not. The sample of this study is Generation Z investors aged 17 and above who live in West Sumatra, with a total of 250 samples obtained by distributing offline and online questionnaires. The data was analyzed using partial least square-structural equation modelling (PLS-SEM) and the analysis tool used was SmartPLS4. The findings showed that collectivism, environmental concern, perceived performance, and attitude positively and significantly influenced sustainable investment intentions. Furthermore, attitude mediated the relationship between environmental concern and sustainable investment intentions and between perceived performance and sustainable investment intentions, while it could not mediate the relationship between collectivism and sustainable investment intentions.

Keywords: sustainable investments, investment intentions, collectivism, environmental concern, perceived performance, attitude

This thesis is already examined and passed on April 2, 2024. This abstract is already approved by supervisor and examiners:

| | | | |
|-----------|----------------------------------------------|-------------------------------------------------|-----------------------------------------|
| Signature | 1. | 2. | 3. |
| Name | Fajri Adrianto, S.E., M.Bus (Adv.), Ph.D. | Mohammad Fany Alfarisi, S.E., MS Fin., Ph.D. | Prof. Dr. Tafdhil Husni, S.E., M.BA. |

Acknowledged by,
Head of Management Department

Hendra Lukito, S.E., M.M., Ph.D.
NIP. 197106242006041007



Alumni has already registered at faculty/university and get alumni member:

| | | |
|-----------------------------|-----------------------------|------------|
| | Faculty/University Officers | |
| Alumni Number at Faculty | Name: | Signature: |
| Alumni Number at University | Name: | Signature: |