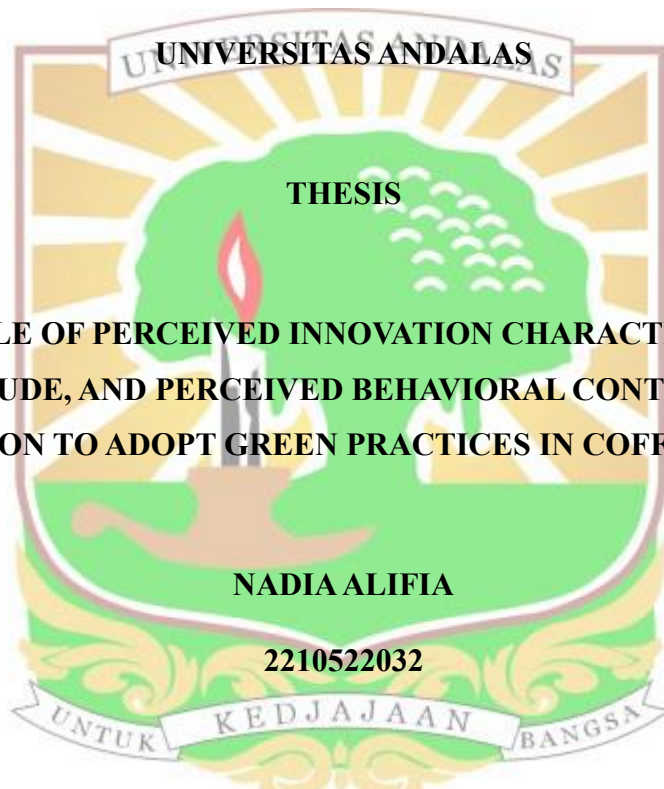




THESIS

**THE ROLE OF PERCEIVED INNOVATION CHARACTERISTICS,
ATTITUDE, AND PERCEIVED BEHAVIORAL CONTROL ON
INTENTION TO ADOPT GREEN PRACTICES IN COFFEE SHOPS**

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ABSTRACT

This study examines the influence of Perceived Innovation Characteristics, Attitude, and Perceived Behavioral Control on the intention to adopt green practices among independent coffee shops in Padang City, as well as the mediating role of Attitude in the relationship between Perceived Innovation Characteristics and Behavioral Intention. A quantitative explanatory approach was applied using primary data collected through an online questionnaire with a five-point Likert scale. The study involved 30 respondents consisting of coffee shop owners, managers, supervisors, and individuals involved in operational or business decision-making. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 through a two-stage approach to model Perceived Innovation Characteristics and Perceived Behavioral Control as higher-order constructs. The results show that Perceived Innovation Characteristics has a positive and significant effect on Behavioral Intention and also has a positive and significant effect on Attitude. In contrast, Attitude does not have a significant effect on Behavioral Intention, while Perceived Behavioral Control does not have a significant effect on Behavioral Intention. Furthermore, Attitude does not significantly mediate the relationship between Perceived Innovation Characteristics and Behavioral Intention. These findings indicate that the perceived characteristics of green practices, particularly their advantages, compatibility, feasibility, and observable outcomes, play a more direct role in shaping the intention to adopt green practices among the coffee shops examined in this study, whereas Attitude and Perceived Behavioral Control do not provide significant independent contributions to Behavioral Intention in the final model.

Keywords : Perceived Innovation Characteristics, Attitude, Perceived Behavioral Control, Behavioral Intention, Green Practices, Coffee Shops

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