

CHAPTER V

5.1 CONCLUSION

To sum up, the equation of multiple linear regression obtained are: $Y = 0,111X_1 + 0,378X_2 + 0,274X_3$. Multiple linear regression analysis shows that the most influential on the intention of BYOB variable is the Subjective Norm Variable with a regression coefficient of 0.416 (41.6%). The Perceived Behavior Control variable has a significant positive effect with a regression coefficient value of 0.282 (28.2%). Attitude variable has a positive but not significant effect with a regression coefficient value of 0.094 (9.4%).

In testing the hypothesis using the F test (jointly or simultaneously) it can be explained that the three variables, namely Attitude (X1), Subjective Norm (X2) and Perceived Behavior Control (X3) on the intention of BYOB (Y) variable together affect the intention of BYOB. This is shown from the calculated F value of 35.283 with a significance number (P value) of $0.000 < 0.05$.

The value of the coefficient of determination (R²) produced is 0.449. this means that 44.9% changes in the Intention of BYOB variable can be explained by changes in the Attitude, Subjective Norm and Perceived Behavior Control variables together, while the remaining 55.1% can be explained by other variables not included in this study.

5.2 Implication and Limitation

This study implicates the attempt of green marketing and protecting the environment from the waste of plastics. This research can also be one of references for further study in BYOB. Moreover, this study does not include the cultural impacts as the indicator. It

becomes the limitation of this study to be improved by the next researcher on this topic. This study does not include a wider regional research like all Department Stores in Padang either.

5.3 Suggestion

Based on this research, there are several suggestions are proposed :

1. Budiman Store Management

- a. It's better if the Budiman store provides non-plastic shopping bags with the Budiman brand.
- b. It's better if the management of Budiman collaborate with small middle enterprise to supply creative shopping bags
- c. Budiman store can give discount to the customers that bring their own shopping bags to motivate each other to bring their own shopping bags.

2. Upcoming Research

- a. It's hoped that in future research, more samples will be used so that the results from the analysis of the research obtained are more accurate.
- b. More studies should be conducted on this topic by adding variables that affect the intention of BYOB.



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