

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The piling up of waste is a global problem caused by population, increasing economy, and changes in consumption behavior in the society. The population in Indonesia reaches 261.89 million In 2017, much higher than the population in 2000 206.26 million people. The economic rise also increases due to the impact of industry. Gross Domestic Product resulted from industry in 2017 was 2,739.4 trillion. It is higher than the GDP 385.5 trillion in 2000.

The growth in industrial field is also the results of the increase of household income and diverse behavior of consumption in the society. Therefore, the volume, types variety, and characteristics of waste spike up. The piles of waste produce leachate, a poisonous liquid flowing into rivers and groundwater. It causes the lack of available oxygen and makes the dangerous organisms grow rapidly (Bhada-Tata and Hoornweg, 2016).

Furthermore, with changing consumption patterns, growing population, and increased urbanization, developing countries face the challenge of plastic waste management as the most problematic waste problem (Godfrey, 2019). One of the types of plastic waste is E-plastic (electronic plastic waste) which is considered as a coarse aggregate (Kumar and Baskar, 2014). Moreover, one example of bad plastic

waste management is in Jakarta Indonesia where the municipality collect the plastic waste mixed up with other waste, scavenger recover plastic waste by picking up through the waste (Putri, 2008)

One of the main problems making the waste piling up is the plastic bags. It is a means of taking goods and merchandise worldwide. Plastic bags are made of single-use polyethylene which is bad for the environment. Polyethylene is a plastic product resulted from molecular reaction of ethylene gas into long polymer chains. Polyethylene does not occur in natural environment. It was created for the first time by British researchers in 1933.

Over past the 50 years, plastics have been widely used as substitution for materials like paper, wood, and metal for various application because of their durability, lightness, stability and low cost. However, these properties like durability, and toughness of plastic cause a major threat to the environment since they are resistant to biological degradation (Luyt and Malik, 2019). Therefore, due to its resistance to degradation, most plastic debris will persist in the environment for centuries (Li, et al, 2016).

Micro-plastics (MP) pollution is prevalent in the environment since the use of plastics continues rises. (Welden and Lusher, 2020). Incineration of plastic waste is not a solution because 12 percent of plastic burnt releases toxic gas like Dioxins and Furans to the atmosphere (Verma, et al, 2016). Moreover, Plastic waste from electrical and electronic equipment (WEEE) grows exponentially fast in the last two

decades (Vasquez and Barbosa, 2016). In the USA, a single use plastic bag becomes the most problematic waste for local government (Wagner, 2017).

One of the ways to reduce the plastic waste is taking our own shopping bags to the store. Therefore, the stores do not have to provide the shopping plastic bags for the customers. Free plastic bags from the store make the waste problem even worst. Another option to address this problem, the stores sell the shopping bags with their logo print on it. This strategy is also supported by theory of sustainable marketing. Sustainable marketing is about the needs of the present consumers have to be fulfilled by the organization without compromising the capacity of younger generation to meet their needs in the future (Kotler and Armstrong, 2008). Therefore, as concerns about pollution and climate change become more mainstream, the belief that shopping with reusable grocery bags is an important environmental and socially conscious choice has gained prevalence (Karmarkar and Bollinger, 2015).

Based on the diagrams below, the society can reduce the waste by taking their bags for shopping. There are 53.98 percents of households have never taken their own shopping bags to the store described by Susenas Hansos Module. Only 9.29 percents always carried their own shopping bags to the stores. The remaining 29.00 percents stated sometimes, and 7.73 percents said that they take the shopping bags many times when shopping.

Supermarket and retail store are the main source of the plastic bags waste since the customers need to take their goods after shopping. The stores give the plastic bag for free. This is the reason why the waste of plastic is piling up. The store

should package the merchandise and product for the customer. At least the store give two types the plastic bags like one for the food and detergent.

Greenpeace shows the data that there 810,000 tonnes of single-use plastic bags every year produced by supermarkets. The figures shows the Guardian investigation is true since the leading supermarkets are not transparent about the amount of plastic they produce in the market. Greenpeace surveyed the top 10 supermarkets and found 1.1bn single-use plastic bags, 1.2bn plastic produce bags for fruit and vegetables and 958m reusable “bags for life” resulting 810,000-tonne plastic waste. Based on the case and data, the researcher studies the customers’ intention of Budiman supermarket in Padang in bringing their own shopping bag to reduce the plastic waste.

Y variable in this study is the intention to Bring Your Own Shopping Bags (BYOB). Studying consumers intention to BYOB based on their perceived behavior (Variable X) in Budiman market place actually has the possibility of low intention. All markets places in Padang provide free plastic bags for the customers. This condition will motivate the consumers to have positive yet low intention or even negative intention. It should be tested which one is proven. The initial observation under controlled behavior shows the result is not negative. However, it will be tested in this research since the possibility of intention to BYOB being positive yet low is quite palpable.

The consumers in Padang mostly show lack of green awareness because they just think of taking the goods home. They have no knowledge about the danger of plastic bags in the environment. Most people in Padang do not see the plastic bags are dangerous for the ecosystem, they have no knowledge about these plastics take hundred of years to process naturally. This lack of knowledge is assumed to contribute to low intention to BYOB although the possibility remains positive. The reason for this intention being remains positive is caused by the behavior of Padang people in market place can be educated. Padang people can accept new knowledge without significant resistance. Under controlled setting of behavior, the new knowledge can be given for them and they will agree to have an intention to BYOB. This behavior is the reason why the initial assumption of their intention to BYOB remains positive. The hypotheses are developed using this assumption and the variables of behavior and reality in Budiman department store.

The lack of education and information about these dangerous waste are one of the factor why the consumers in Padang show low intention to BOYB. However, this fact requires a study and test to prove. This low intention to BOYB does not mean the consumers have no intention, but to explore this phenomenon, this Y variable needs to be tested and observed in this study. The assumption to be tested regarding the intention to BYOB is three possibilities: positive yet low, positive yet high, or negative whatsoever.

The topic of this research is interesting to study based on this reason: Padang people in the market, particularly Budiman Department store, have no green awareness about the danger of plastic bags and the plastic waste in the environment. Therefore, testing their awareness to improve their understanding by giving new information and knowledge under perceived behavior control setting is quite interesting to see their behavioral response to the intention to BYOB. They can show positive or negative intention, therefore, this intention is going to be tested in this research although the assumption in this study about the intention to BYOB is positive.

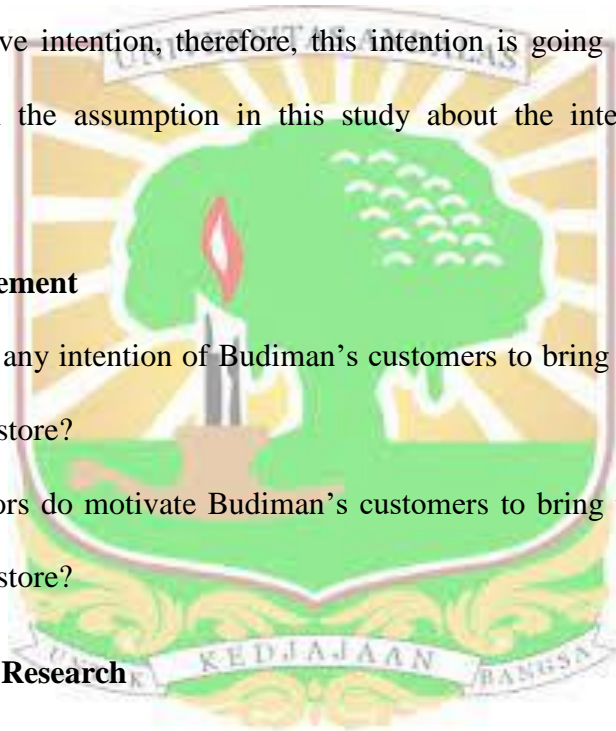
1.2 Problem Statement

1. Are there any intention of Budiman's customers to bring their own shopping bag to the store?
2. What factors do motivate Budiman's customers to bring their own shopping bag to the store?

1.3 Objectives of Research

The research objectives in this study are :

1. To analyze the intention of Budiman's customers to bring their own shopping bag to the store.
2. To analyze how to motivate the Budiman's customer in order to bring their own shopping bag to the store.



1.4 Research Significance

This research contributes for:

1. Theoretical Advantages

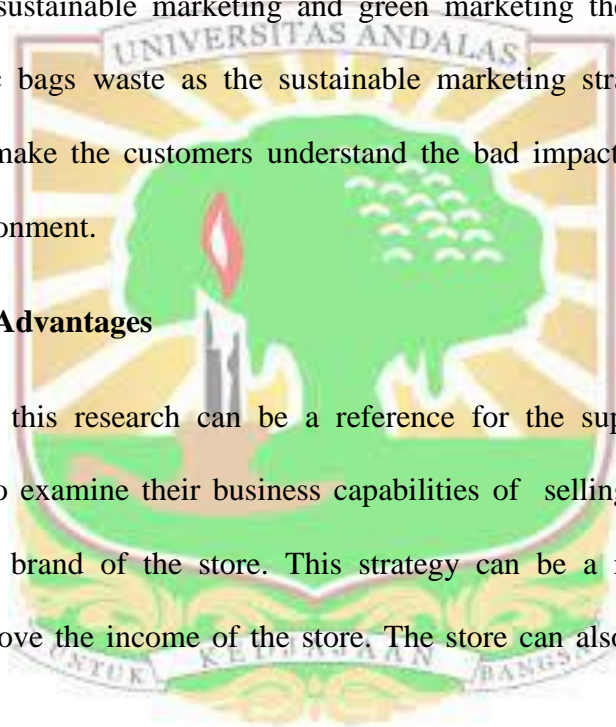
This research is intended to study the intention of Budiman's customer to bring their own shopping bag to the store. Another purpose is to examine the results of the application of sustainable marketing and green marketing theory, especially on preventing plastic bags waste as the sustainable marketing strategy for Budiman supermarkets to make the customers understand the bad impact of of plastic bags waste in the environment.

2. Practical Advantages

The result of this research can be a reference for the supermarket specially Budiman stores to examine their business capabilities of selling the shopping bag with the logo or brand of the store. This strategy can be a mobile advertising, branding, to improve the income of the store. The store can also help reducing the plastic waste.

1.5 Scope of Research

This research focuses on analyzing the intention of Budiman's customers to bring their own shopping bag to the supermarket. Therefore, the researcher can focus in one section, so that the data obtained is valid, specific, in-depth and makes it easy for researchers to analyze the data.. This study aims at examining and providing the



empirical evidence on how the intention of Budiman's customer to bring their bags to the store to stop the plastic waste. The research is conducted at Budiman supermarket in Sawahan Padang.

1.6 Outline of Research

This research consists of six chapters as follow:

Introduction (CHAPTER I:)

Elaborating the background of the problem, formulation of the problem, limiting the problem, research objectives, the benefits of research, and systematic thesis.

Review of the Literature (CHAPTER II)

This chapter contains description of theoretical variables that include the theories that support and underline the variables used in the research and framework.

Research Methods (CHAPTER III)

In this chapter, the author put forward about the object of study, population data and data sources, the technique of data collection, the variable of operational definitions , data presentation techniques, and data analysis techniques.

Result and Analysis (CHAPTER IV)

This chapter contains the characteristic of the respondent, descriptive analysis, data collection and result of the discussion.

Conclusion (CHAPTER V) This chapter contains the conclusion of the research result, research implementation, the limit of research and recommendation.





CHAPTER II

REVIEW OF LITERATURE

2.1 Sustainable Marketing

2.1.1 Definition of sustainable marketing

Sustainability marketing is all about improving consumers' norms, social principles and ecological value. Sustainable product development is more concerned with combining social and ecological factors into the marketing strategy than distributions, and promotions and target audiences and prices, (Belz, 2006). Moreover, the process of sustainability marketing includes planning, organizing, operating, controlling of resources, and marketing campaigns to meet consumer demands and needs.

The practice of sustainability marketing agrees with market orientation and knowledge for managing market adaptation and avoiding legal problems. Thus, examining social and environmental aspects is required to reach the objectives of the organization (Belz & Peattie, 2012). This concept pushes marketing practitioners to improve their institutional setting and price signals for sustainability.

Furthermore, sustainability marketing in the perspective of micro-marketing focuses on changing both consumer and producer behaviors in long run, while based on macro-marketing approach, it emphasizes on ecological, social and economic principles (Jamrozy, 2007; Belz & Peattie, 2012). Jamrozy (2007) explain the

triangular model as three dimensions of sustainability marketing are economic viability, environmental protection, and social equity.

2.1.2 Environmental and Green Marketing

The awareness and enthusiasm for green products consumers appeared in Western Europe and northern America in late 1980. The environment is considered as a factor for business competition. This concept is coined as focus-group strategies to push the consumers of green products buying high-priced green or environmental safely products.

The essence of green marketing is the producers are pushed by consumer's demands of green products (Belz & Peattie, 2012; Jamrozy, 2007). Moreover, green marketing is also dictated by interested persons. Green consumer's demand is fulfilled by corporate procedures and management. It will not have an impact on human and environment's well-being (Kumar et al., 2012).

The problems in green marketing happens when green consumers purchase non-realistic or non-practical green products. Researches on consumers' behavior show the gap between environmental awareness and actual environmental behavior causing an impact on the environmentally friendly business where the consumer demand for green products (Belz & Peattie, 2012). Consumers who have positive attitude about sustainability and green product purchase fewer green products in reality (Prothero et al., 2011).

2.2 Review of the Previous Study

Ricky et al (2008) The findings that the Chinese consumers who perceive the BYOB practice to be more important are more likely to rely on BYOB ethical judgment to derive the corresponding behavioral intention. The research shows the intention of consumer to bring their own shopping bags. However, this study applies ethic perspective to the study of green consumer which is not used in this research.

This study also focuses on Chinese consumers' perceived behavior toward BYOB in China as more advanced country than Indonesia. This research shows Chinese green awareness is much higher since the information and knowledge about ecosystem and global climate change are more accessible there compared to the people in Padang Indonesia. The consumers in Padang particularly in Budiman department store, although their intention to BYOB is assumed positive but it is possibly low or much lower than the intention to BYOB of Chinese consumers in China.

Ayalon, et al (2009) study the reduction of plastic carrier bag use in Israel. Plastic carrier bags are provided in Israel and other places in the world for free. Therefore, people have a tendency to take these bags excessively. Two billion carrier bags in Israel are become waste annually. Two billion carrier bags in Israel are become waste annually. The study shows the alternatives of plastic bags used by the Israelis consumers.

This research does not focus on the intention toward BYOB, but it explores other possible means as more eco-friendly substitute for plastic bags. This study

shows the Israeli consumers can accept the alternatives as long as those bags are useful and easy to use. They have clear intention to support green products and green alternatives as the substitute the plastics. This research clearly has different objectives than this research. The Y variable is also different. However, this study shares similar spirit to support green and eco-friendly consumers' behaviors.

Singh and Cooper (2017) study a sustainable business model for plastic shopping bag management in Sweden. The results show that the proposed business model has significant potential to reduce the environmental footprints of the current system of plastic bag use and disposal. The research also shows the sustainable business model for plastic shopping bags. This study does not focus on the intention toward BYOB but developing a business model for managing plastic bags instead.

This study shows many possible solutions to address the problems of plastic footprints. Intention toward BYOB is just one of them. The results of this research may become a possible solution in Padang as well since business management can be more effective than promoting BYOB. The people in underdeveloped country can show a good perceived behavior under well enforced system. However, this topic is not the variable in this research.

Adane and Muleta (2011) study the usage of plastic bags, their disposal and adverse impacts on environment: A case study in Jimma City, Southwestern Ethiopia. The results of their field observations indicated that the city was seriously polluted by plastic wastes particularly plastic bags wastes. The research shows the harsh impacts of plastic waste in the environment. They also state the intention of consumers to

bring their own bags as one of the possible solution to reduce the plastic waste and to remedy the environment. This research has different objectives from this study but it shares similar view about the intention toward BYOB to promote better environment.

Wagner (2017) studies reducing single-use plastic shopping bags in the USA. In spite of the economic and environmental benefits of eliminating bags, there must be recognition that an outcome of any of these ordinances could be increased costs to the consumer and/or retailer, decreased consumer choice, or decreased consumer convenience giving rise to resistance to local government efforts.

This research shares the intention toward BYOB since single-use plastic shopping bags is quite similar to BYOB application. However, this study does not mention the intention toward BYOB even though its point of view is similar to this research. The results of this study requires a system to enforce the single use of plastic shopping bags since its application seems to be impractical to the consumers.

Chang and Chou (2018) study the consumers' intention toward BYOB in Taiwan. They use the theory of planned behavior and ethics perspective through consumers' deontological and teleological evaluation. The results of their research show consumers' deontological evaluation is positively related to their attitude, subjective norm and perceived behavioral control while teleological evaluation is positively related to perceived behavioral control only. Their research is different from this research on the aspects of ethics perspective.

The application of ethics is complicated in this kind of research since the consumers should have true awareness of protecting the environment. The consumers

in a more advanced country like China and USA have access to the information and knowledge about the bad impact on plastic waste in the environment, therefore they have higher intention to BYOB compared to the consumers in Indonesia, particularly the consumers in Padang.

Malhotra and Peterson (1996) state that the international marketing research should deal with the international issues. For example green marketing which has become a global topic in responding to the climate and environmental issues. Moreover, Cherrier (2006) also explains that the consumers are active agents who exercised informed and autonomous responsibilities in relation to their values and concerns. Therefore, in green marketing, this autonomous responsibilities are required to build the consumers behavior control supporting the environment like the intention to bring your own bags (BYOB).

Gogte (2009) explains that the plastic bags chokes the marine life and adds waste to the land. The danger of plastic bags as a waste is real. It is harmful in the environment. Therefore, to address this issue Gordon et al (2011) also describe that there are three kinds of marketing like: green marketing, social marketing, and critical marketing. These three marketing are intended to be aware of the environmental problems caused by consumers behavior.

Jagdeep and Cooper (2017) study the business model to reduce the use of plastic shopping bags for protecting the environment. This idea is supported by Nitchakarn and Jaroenwisan (2016) on sustainability marketing particularly in the ecological marketing which considers protecting the environment. Both studies are

related to green marketing and reducing the plastic waste.

2.3 Hypothesis

The initial assumption about consumers' intention to BYOB in Padang Budiman stores is probably positive but of course it is low since the peoples in Padang show no significant ecological and ecosystem awareness. However, this assumption requires further testing and study.

Fishbein and Ajzen (1975) explains that the subjective norm is one of the main determinants of behavioral intention in assessing personal's decision making processes. It is the social pressure seen by people to show a specific behavior. Planned behavior theory (TPB) describes an apparent behavior control is another main component. It is about a personal perceived ease/difficulty in applying a specific behavior. TPB theory explains that if an person sees full behavioral control in himself or herself, he or she will generate a full intention. Therefore, the first hypothesis is formulated as follows:

1. Consumer's behavior of BYOB affects intention of BYOB positively

Many researches show that full subjective norm relates to full intention. For example, a recent study on consumers intention to stay at green hotels shows that the a full subjective norm is leading to a full intention to stay at green hotels. This view is supported by another study which cross-examines the subjective norm intention relationship in the market. Since BYOB becomes a major norm in the society,

consumers perceive the norm of BYOB leading to higher intention to BYOB.

Therefore, the second hypothesis is formulated as follows:

2. The subjective norms of the consumers affect BYOB intention positively.

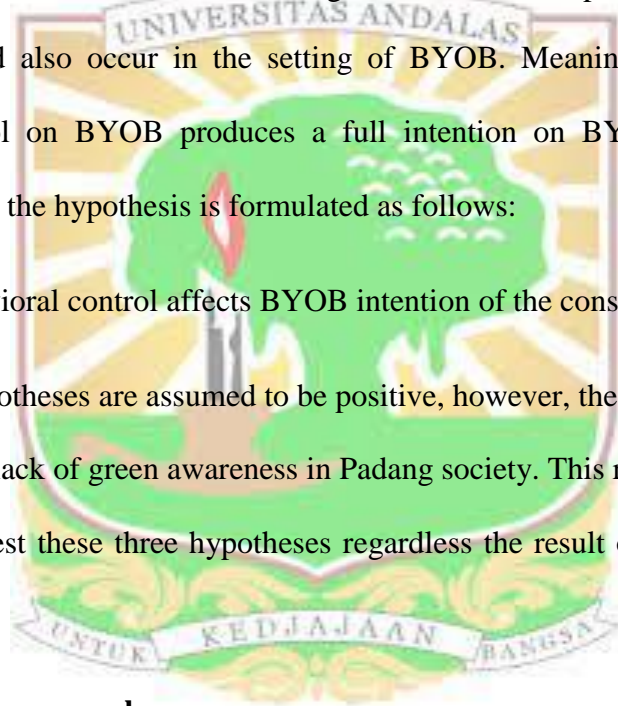
The impact of evident behavior control on consumer's behavior intention has been validated by many researches. An initial study shows that a full behavioral control on consumer produces a full intention on organic food consumption, This reciprocal relationship could also occur in the setting of BYOB. Meaning, a full perceived behavioral control on BYOB produces a full intention on BYOB, based on the previous findings, the hypothesis is formulated as follows:

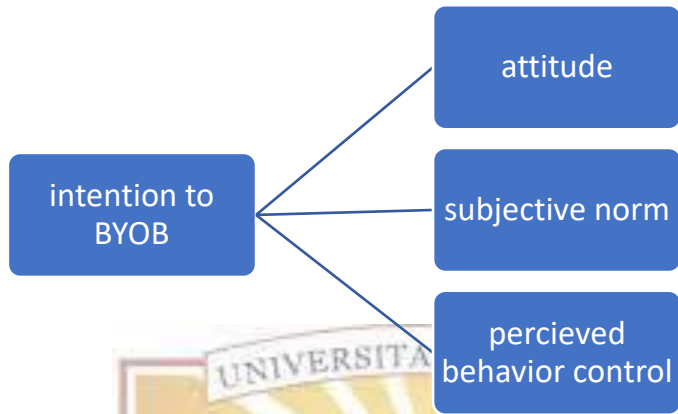
3. Evident behavioral control affects BYOB intention of the consumers.

These hypotheses are assumed to be positive, however, the percentage will not be high since the lack of green awareness in Padang society. This research is designed to prove and to test these three hypotheses regardless the result of being positive is low.

2.4 Theoretical Framework

Theoretical framework is a conceptual model to make a logical analysis on the problems. Thus, the theoretical framework of this research :





CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Variable and Operational Definition

3.1.1 Variable of Research

Research Variable is the aspects of nature or people's value, object or activities in specific variation set to be studied and to draw the conclusions from (Sugiono, 2004). The variables in this research are categorized into: (1) independent (free) variables: the variables to explain and influence other variables, and (2) dependent (bound) variables: the variables explained and influenced by the dependent variable.

A. Variable of Dependence/secondary variables

Secondary variable functions as the center of research attention (Ferdinan, 2006). Its value depends on other variables and its value will change if the independent variables change the value. The secondary variable in this study is BYOB (Y).

B. Independent Variable

The main variable affects the dependent variable with a positive effect and variable effect (Ferdinand,2006). The independent variables in this study consist of:

- 1) Behavior/attitude (X1)
- 2) Norm of Subjectivity (X2)

3) Evident Behavior Control (X3)

2.1.2 Definition of Operation

Operational definition variable functions by giving meaning or specifying activities or justifying an operation needed to gauge the variable (sugiono, 2004). The comprehension of the variables and further analysis will be carried out so called intention to BYOB, attitude, subjective norm, perceived behavior control that can be explained as follow:

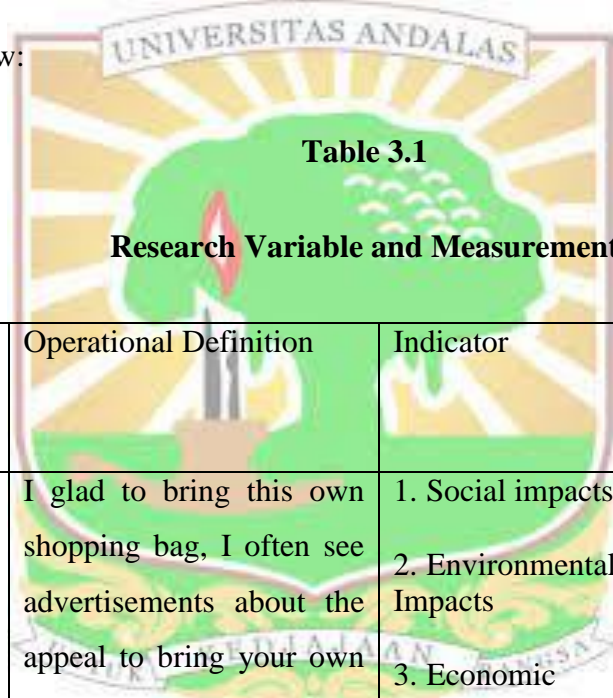





Table 3.1
Research Variable and Measurement

| Research Variable | Operational Definition | Indicator | Measurement |
|-------------------|--|--|---|
| Intention of BYOB | I glad to bring this own shopping bag, I often see advertisements about the appeal to bring your own shopping bag on TV, banners, social media,etc. I know the persuasion to bring own shopping bag of government's appeal. Someone told me about the advice to bring your own shopping bag. | 1. Social impacts 2. Environmental Impacts 3. Economic impacts | 1=Disagree strongly 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree |

| | | | |
|-----------------|---|---|--|
| <p>Attitude</p> | <p>I don't think bringing your own shopping bag is important. I believe that bringing your own shopping bag doesn't have significant impact to environment. I believe we can reduce plastic waste starting with ourselves by bringing our own shopping bags.</p> <p>I am aware that bringing this own shopping bag contributes to the environment by reducing plastic waste.</p> <p>I support the program to bring this own shopping bag and it will be more successful if it is supported by the</p> |  | <p>1=Strongly disagree</p> <p>2=Disagree</p> <p>3=Neutral</p> <p>4=Agree</p> <p>5=Strongly Agree</p> |
|-----------------|---|---|--|

| | | | |
|-----------------------------|--|--|---|
| | government. | | |
| Subjective Norm | <p>I am willing to buy recycled shopping bag to support the program to bring this own shopping bags. I want to bring this own shopping bag. I want to provide information to this family and friends about program to bring your own shopping bag. I want to bring this shopping bag to reduce plastic waste. I am ready to persuade this family and friends to bring their own shopping bags when shopping.</p>  | | <p>1=Strongly disagree</p> <p>2=Disagree</p> <p>3=Netral</p> <p>4=Agree</p> <p>5=Strongly Agree</p> |
| Perceived Behaviour Control | <p>I am ready to tell this family and friends about the dangers of plastic</p> | | <p>1=Strongly disagree</p> <p>2=Disagree</p> |

| | | | |
|--|---|---|--|
| | <p>waste. I once saw someone carrying their own shopping bag. this lifestyle has an effect on plastic waste. I agree with someone who has knowledge about dangers plastic waste will have on the environment he will bring his own shopping bag. Promotion or persuasions about bringing their own shopping bags make people aware and motivated to bring their own shopping bag.</p> |  | <p>3=Netral 4=Agree 5=Strongly Agree</p> |
|--|---|---|--|

3.1.2 Sample and Population

A. Population

Population denotes the entire group of people, event, or things of interest that the researcher aims at investigating (Sekaran, 2003, p.265). In this study, the minimal interference: the researches just want to know the intention of Budiman's consumers to bring their own shopping bags. The researcher will collect the data from customer when they do shopping in Budiman Sawahan Padang. Based on correlated several variables, researches will find solution. In this case, researcher does not interfere with normal activities in Budiman's retail store in Sawahan Padang. In other words, researcher interference is at a minimal level.

B. Sample

A sample is a part representing the population, it consists of some members of the population, (Sekaran, 2006). In determining sample size, Hair et al (2010) suggested sample size should be 100 or greater or five respondents per variable to be analyzed as the lower limit, but they have to be the proper determinants on 10:1 ratio (10 samples for one variables).

The sampling in this study is the consumers of Budiman's retail store in Sawahan Padang. The probability of this research is supported by data of the Indonesian population expenditures per day 2016 and the data from the department BPS about environment statistic of Indonesia on pollution, climate change, biodiversity and natural resources degradation and global warming. They are the issues that awakens human consciousness about the significance of sustainability for human well-being and environment.

The collected data, analysis and find the relevant data, from questioner and interview of the sampling. The respondent matching the criteria is the consumers who do shopping in Budiman sawahan padang.

3.2 Types and Source of Data

In this study the data used are :

1. Primary Data

Primary data are taken directly from the source (Santoso and Tjiptono, 2001). The main data from this study were taken from questionnaires answered by the respondents that includes; the respondents' the identity and responses.

2. Secondary Data

Secondary data are taken from other parties, report collected and compiled in archives published or not in a formal form, or the the data collected and used by other parties (Santoso and Tjiptono, 2001). The peripheral data used in this research are journals and articles related to problems, economic magazines, and other documentation and information retrieved from the Internet.

3.3 Method of Data Collection

3.3.1 Questionnaire

The data are collected to solve the existing problem. Therefore, the data reliability and validity are important. The data in this study were taken by using the questionnaires: a collection techniques done by giving questionnaires for respondents (Sugiyono,2001). The questionnaire includes a list of questions logically related to the research problem. Those questions are important in testing the hypothesis.

The researcher use the Likert scale developed by Ransis Likert to examine the intention of Budiman customers to bring their own grocery bags for shopping in Budiman store. The scores are determined for each question.

The Likert scale is used to analyze the behavior, perceptions and opinions, of a person or group of people on the phenomena (sugiyono, 2001). The scale is massively used because it is easy to apply, free to enter relevant statements, good reliability and applicable in many applications. This study uses some statements with a scale of 5 indicating agree and disagree.

1= disagree (strongly)

2= disagree

3= netral

4= agree

5= strongly agree

This scale is easy to use for research focusing on respondent and objects. Therefore, the researchers can examine the different responses of each respondent.

3.3.2 Literature Study

The activity of collecting materials on the research from scientific journals, literature, and other publications as sources.

2.2 Analysis Techniques

Data analysis consists of activities which includes some basic phases (Santoso and Tjiptono, 2001), these phases are as follow:

1. Editing Process

The first stage of data analysis is to edit the data collected from the the survey. The data editing aims at confirming and validating the data accuracy and completeness.

2. Process of Coding

The process of converting qualitative data into numbers by classifying the answer according to specific categories (code).

3. Scoring Process

The process of deciding the score of respondents' answer done by classifying and categorizing the respondent's assumptions or opinions.

4. The Process of Tabulation

Presenting the data in the table. The readers are expected to see the results of the study. After the tabulation process is complete then the data in the table will be processed by using SPSS software.

3.4 Method of Data Analysis

3.4.1 Quantitative Analysis

A. Test of Reliability

This test is to measure the a questionnaire reliability on respondents' answer to check out the consistency over time (Ghozali, 2001).

Reliability test examines the stability of a measuring instrument in assessing a symptom or event. More reliable instrument produces more consistent results. The alpha calculations is done using SPSS for Windows 7, it is called the model of alpha. Furthermore, in making reliable decisions, the instrument is perceived reliable if the valued of Cronbach alpha is greater than 0.6 (ghozali, 2001).

B. Test of Validity

Validity means the tool used to measure can do its job properly (Ferdinand, 2006). The validity used in this study (content validity) explains the compatibility of the data measurement with the data (Ferdinand, 2006). Mostly used to examine the relations of each instrument's item score with a total score (Sugiono, 2004).

SPSS is used for conducting validity testing on windows 7, and if a measuring instrument shows a profound correlation of the item scores and the total score, the scoring tool is valid (ghozali, 2001).

C. Archaic Assumption Test

a. Test of Multicollinearity

Multicollinearity test aims at testing the model of regression that does not have a correlation throughout the independent variables. If the independent variables are related, this variable is not orthogonal. Orthogonal

variables are variables of independence having relation value throughout independent variables that equal to zero.

The technique to detect the presence or absence of multicollinearity in the regression model is looking into Inflation of Variance Factor (VIF) value, and the tolerance value. If the tolerance value is closer to 1, and the VIF value is around 1 and not more than 10, meaning, there is no multicolliearity throughout the independent variables in the regression model (Santoso, 2000).

b. Test of Normality

This test aims at testing model of regression, the secondary variables, the primary variable or both, in order to see they have a normal distribution or not. A good regression model should have a normal data distribution or statistical data spread on the diagonal axis of the normal distribution graph (ghozali, 2001).

The test of normality in this study is applied by looking into the normal probability plot comparing the cumulative distribution of normal data. While the ground for decision making for the data normality test is (ghozali,2001):

1. If the data spread around the diagonal line and follow the graph of histogram shows a normal distribution, the regression model can be concluded to meet the assumption of normality.
2. If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or the graph of histogram does

not show a normal distribution, the model of regression does not indicate the assumption of normality.

c. Test of Heteroscedasticity

Ghozali states this test aims at testing the existence of inequality variance from one observation to another in the regression model (2001). To see it is by looking into the presence or absence of a specific pattern on the scatter plot graph between SRESID and ZPRED, where the Y is predicted by Y axis, and the X axis standardizes residual ($Y_{\text{predicted}} - Y_{\text{real}}$) that has been standardized (Ghozali, 2001).

While the basis for making decision for the heteroscedasticity test is (Ghozali, 2001):

- a. A specific pattern will show the existing dots forming a certain regular pattern (wavy, melting and then narrowing), it indicates that heteroscedasticity has occurred.
- b. No clear pattern will show the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

D. Analysis of Multiple Linear Regression

Ghozali explains that the regression analysis is a study of the secondary variable (bound) with one or more primary variables (explanatory/independent variables). It is aimed at predicting and/or

analyzing the values of the secondary variable based on the known value of the primary variable. (2005).

Multiple regression is the independent variables consist of two or more regression. This study applies multiple regression.

The regression rules in this study is to look for the influence the primary variables called Attitude (X1), Subjective Norm (X2), Perceived Behavior Control (X3), (Y) is on intention to BYOB .

The mathematical rule of multiple regression used in this study is:

$$Y = a + b_1X_1 + b_2 X_2 + b_3X_3 + e$$

Information :

Y = Intention to BYOB

a = constanta

b1 = Coefficient of Regression between Attitude and Intention to BYOB

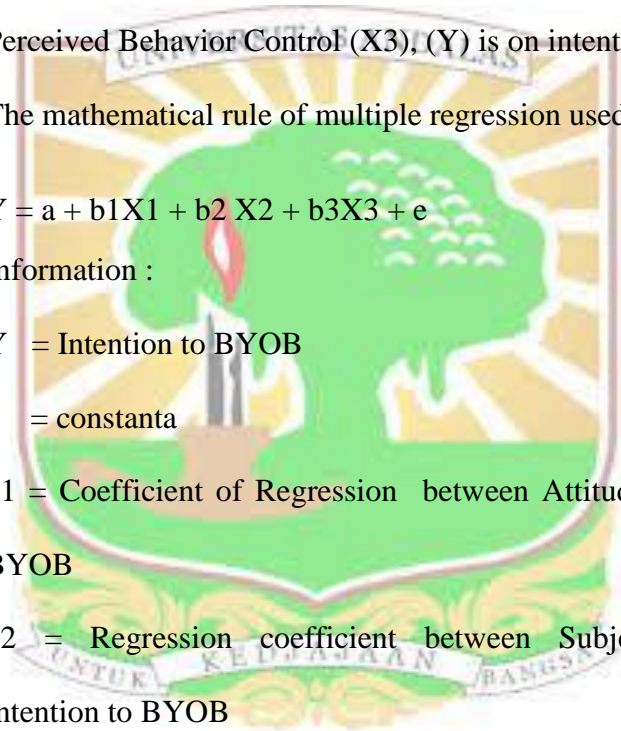
b2 = Regression coefficient between Subjective Norm and Intention to BYOB

b3 = Regression coefficient between Perceived Behavior Control and Intention to BYOB

x2 = Subjective Norm Variable

X3 = Perceived Behavior Control Variable

error disturbances = e



E. Goodness of fit test

The sample regression function accuracy in predicting the actual value can be assessed by its goodness of fit. It can be measured from the value of the coefficient of determination, the value of the F statistic and the statistical value of t. statistical calculations are called statistically significant if the value of the statistical test is in a critical area (area where H_0 is rejected). However, it is called insignificant if the value of the statistical test is in an area where H_0 is accepted (Ghozali, 2001).

F. Test of F

The F test is used to test the null hypothesis that the coefficient of multiple determinants in the population, R^2 , is equal to zero, the significance test includes testing the significance of the overall regression equation as well as the specific partial regression coefficient. The overall test can be performed using the F statistic. This test statistic follows an F distribution with distribution with degrees of freedom k and $(nk - 1)$ (Malhotra, 2006). If the overall null hypothesis is rejected, one or more population multiple regression coefficients have a value not equal to 0.

The partial F test includes breaking down the total number of SSreg regression squares into components associated with each independent variable. In the standard approach, this is done by assuming that each independent variable has been added to regression equation after all other independent variables have been included. The increase in the sum of squares described, caused by the addition of an independent variable X_i , is a component of the variation caused by that variable and is denoted by SS_{xi} . The significance of the partial regression coefficient for the variable was tested using an incremental F statistic (Malhotra, 2006).

G.t Test (Partial Test)

The t test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2001).

The steps of hypothesis testing for the regression coefficient are :

1. The rule of Hypothesis of Nil (H_0) and Alternate Hypothesis

(H_1)

$$H_0 : \beta_1 = 0$$

No profound impact of each independent variable (X_1, X_2, X_3) on dependent variable (Y).

$$H_1 : \beta_0 \neq 0$$

No systemic effect of each independent variable (X_1, X_2, X_3) on dependent variable (Y).

2. T table determinants based on the level of significance and the freedom degree.

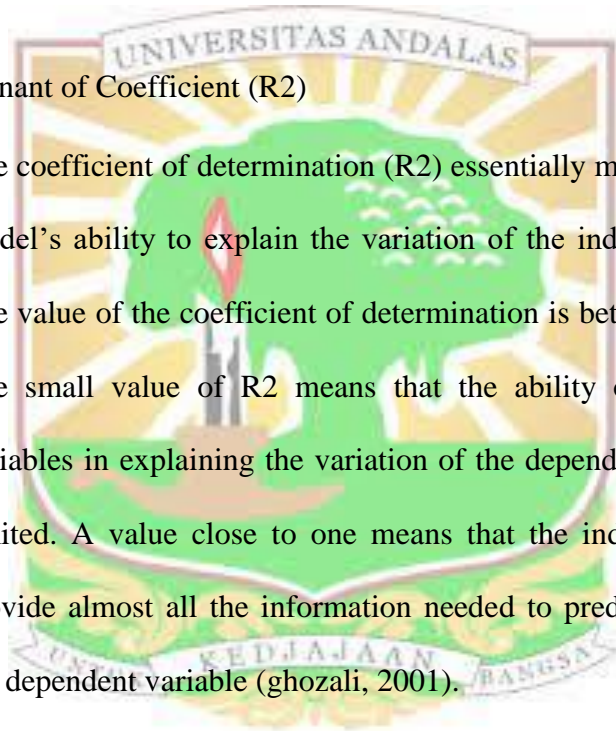
- Level of significance = 5 % (0,05)
- Freedom degrees = (n-1-k)

H.Determinant of Coefficient (R^2)

The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation of the independent variables.

The value of the coefficient of determination is between zero and one.

The small value of R^2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (ghozali, 2001).



CHAPTER IV

RESULT AND DISCUSSION

4.1 The Description of Research Object

4.1.1 Company Overview

Budiman store is one of the most complete daily store and the largest one in Padang city, Budiman has various outlets in west sumatera such as in padang city , bukittinggi city , and payakumbuh city. Budiman store has a smile, greeting, and hospitable service culture, Budiman store also supports government programs in developing the econothis in west sumatera by collaborating with small medium enterprises in west sumatera. Until now, Budiman store has 12 outlets in west sumatera.

4.2 Respondent Overview

Respondents in this study are customers who shop at Budiman Store. The sampling technique in this study is non-probability sampling. It does not give a similar opportunity for the member of population in the sampling process.

Based on data from 127 respondents who shopped at Budiman Store, through a list ofquestion, the respondent's condition regarding gender, age, and occupation was obtained. The classification of participants in this research is intended to describe the respondents as objects of research. The main descriptions of the participants as research objects are as follow:

4.1.2 General Description of Respondents by Gender

The respondents' gender overview is as as follows:

Table 4.1

The comparison between male and female consumers

| GENDER | PERCENTAGE |
|---------------|------------|
| Men | 59 (46%) |
| Women | 68 (54%) |
| Total: | 127 (100%) |

Source: Processed Primary Data, 2021

This results shows that there are more female respondents than male respondents with female sex as much as 54% and respondent with male sex as much as 46%. This means that women show more consumer behavior than male.

4.1.3 Respondent overviews by age

The data in table 4.2 show respondents' age overview as follows:

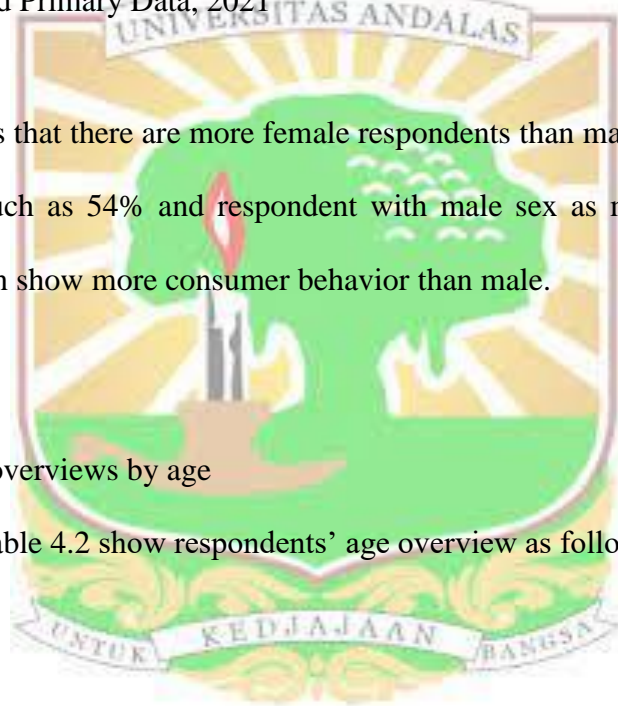


Table 4.2

The comparison of ages

| Age | Percentages |
|--------------|-------------------|
| 18-30 | 103 (81%) |
| 31-40 | 15 (12%) |
| 41-50 | 7 (5%) |
| >50 | 2 (1.5%) |
| Total | 127 (100%) |

Taken from: Primary Data (Processed), 2021

This results shows the number of samples taken from 4 different age categories of consumers who shop at Budiman Store. The number of samples was taken objectively with a proportional amount to represent the entire study population.

4.1.4 Respondent Overview by Occupation

Respondents' occupation overview is described in the following table 4.3:

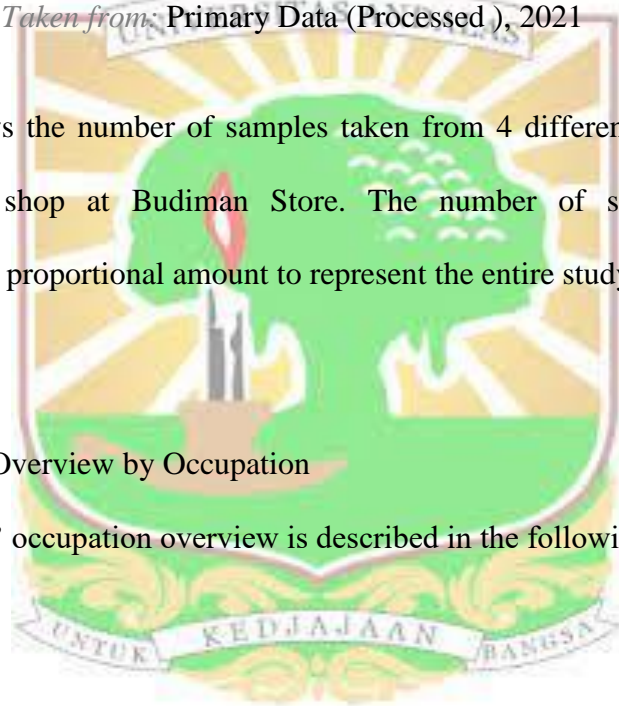


Table 4.3

The comparison in occupation

| Occupation | Percentages |
|---------------|-------------------|
| BUMN employee | 4 (3%) |
| PNS | 4 (3%) |
| Employee | 48 (38%) |
| entrepreneur | 17 (13%) |
| Student | 54 (43%) |
| Total | 127 (100%) |

Taken from: Primary Data (processed), 21

This result shows the number of samples taken from 5 categories of different types of work from consumers who shop at Budiman stores. The number of samples was taken objectively with a proportional amount to represent the entire study population.

4.2 Analysis of the Data and Discussion

4.2.1 Test of validity

The following description shows the validity test and the statistical results of the BYOB variable:

Table 4.4

BYOB Variable validity test result table

| Question Item | r Count | r Table | Information |
|----------------------|---------|---------|-------------|
| 1 st item | 0,640 | 0,174 | Valid |
| 2 nd item | 0,765 | 0,174 | Valid |
| 3 rd item | 0,668 | 0,174 | Valid |
| 4 th item | 0,727 | 0,174 | Valid |

Source: Processed Primary Data,2021

This statistical test shows that the BYOB variable consists of 4 question, four questions are valid for all types of questions on dependent variable. It is declared valid because $r_{count} > r_{table}$, r_{table} value is at a specific level of 5% having a freedom degree $(df) = 127 - 2 = 125$ which is 0.174.

Table 4.5

Table of attitude Variable Validity Test Result

| Question Item | r Count | r Table | Information |
|----------------------|---------|---------|-------------|
| 1 st item | 0,650 | 0,174 | Valid |
| 2 nd item | 0,661 | 0,174 | Valid |
| 3 rd item | 0,647 | 0,174 | Valid |
| 4 th item | 0,546 | 0,174 | Valid |

| | | | |
|----------------------------|-------|-------|-------|
| 5th item | 0,545 | 0,174 | Valid |
|----------------------------|-------|-------|-------|

Source: Processed Primary Data,2021

This test shows that the audit engagement period variable consists of 5 questions, those five questions are valid since $r_{count} > r_{table}$, the value of r_{table} is at a profound level of 5% having a freedom degree $(df) = 127-2 = 125$ which is 0.174.

The validity test on variable of the audit engagement period shows:

Table 4.6
Table of Subjective Norm Validity Test Result

| Question Item | r Count | r Table | Information |
|----------------------------|---------|---------|-------------|
| 1st item | 0,338 | 0,174 | Valid |
| 2nd item | 0,518 | 0,174 | Valid |
| 3rd item | 0,576 | 0,174 | Valid |
| 4th item | 0,493 | 0,174 | Valid |
| 5th item | 0,581 | 0,174 | Valid |

Source: Processed Primary Data,2021

This statistical test shows that the non audit services variable consist of 5 questions, of which the five questions are declared valid for all types of questions on the independence variable. It is declared valid because $r_{count} > r_{table}$, the r_{table} value is at a profound level 5% having a freedom degree $(df) = 127-5=125$, which is 0,174.

The results of the data validity test of the non audit services variable test are as follow:

Table 4.7
Results of Validity Test on Perceived Behavior Control

| Question Item | r Count | r Table | Information |
|----------------------|---------|---------|-------------|
| 1 st item | 0,523 | 0,174 | Valid |
| 2 nd item | 0,467 | 0,174 | Valid |
| 3 rd item | 0,225 | 0,174 | Valid |
| 4 th item | 0,413 | 0,174 | Valid |
| 5 th item | 0,4091 | 0,174 | Valid |

Source: Processed Primary Data,2021

The statistical test shows the independence variable consists of 5 questions, of the five questions declared valid for all types of question on the dependent variable. Those variables are valid since $r_{count} > r_{table}$, the value of r_{table} is at a profound level of 5% having freedom degree $(df) = 127 - 2 = 125$ which is 0.174.

4.2.2 Test of Reliability

This test is intended to measure the questionnaire as a construct or variable analysis instrument. The reliability of the questionnaire if the answer is consistent all the time (Ghozali, 2001). Reliability test measures the stability of instrument. Highly reliable instrument will result more consistent the measuring instrument. Nunnaly states (in

Ghozali, 2001), a construct is considered reliable if it shows a Cronbach Alpha value > 0.6. The reliability test in this research is as follows:

Table 4.8
Results of Reliability Assessment

| Variable | Number of Question | Cronbach Alpha | Critical Value | information |
|-----------------------------------|--------------------|----------------|----------------|-----------------|
| BYOB | 4 | 0,66 | 0,60 | Reliable |
| Attitude | 5 | 0,61 | 0,60 | Reliable |
| Subjective Norm | 5 | 0,87 | 0,60 | Reliable |
| Perceived Behavior Control | 5 | 0,77 | 0,60 | Has reliability |

The table of Cronbach Alpha shows BYOB is 0.66, Attitude is 0.61, Subjective Norm is 0.87, and Perceived Behavior Control is 0.77 greater than 0.60. Therefore, the question construct to analyze the variables' level in this study is reliable.

4.2.3 Archaic Assumption Test

4.2.3.1 Test of Normality

The data of normality in this research are tested by statistical tests. The Kolmogrov – Smirnov (K-S) non parametric statistical test is used. If the value

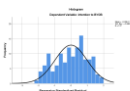
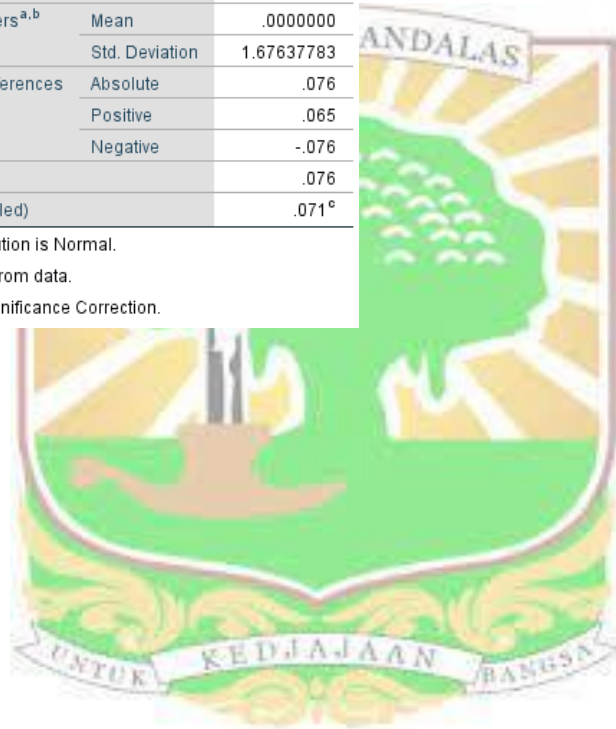
of significance is < 0.05 , meaning, the data are not normally distributed. If the significance > 0.050 . The normality test results are described as follows:

Table 4.9
Normality Test

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 127 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.67637783 |
| Most Extreme Differences | Absolute | .076 |
| | Positive | .065 |
| | Negative | -.076 |
| Test Statistic | | .076 |
| Asymp. Sig. (2-tailed) | | .071 ^c |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.





Source : SPSS V.25

The picture above shows that the residual regression equation gives a profound value of probability $0.071 > 0.05$, meaning, the data in this study are normally distributed.

4.2.3.2 Autocorrelation Assessment

It is the test done in the previous assumption test in this research. Autocorrelation test is carried out to detect the correlation of nuisance errors in data in one observation to data in other observations. Durbin-Watson Test method can support the assessment used see if there is a correlation in the study. The explanation of Durbin-Watson test method is as follows:

Table 4.10

Durbin-Watson test criteria

| Null Hypothesis | Decission | IF |
|------------------------------------|------------------|--------------|
| no positive autocorrelation | Reject | $0 < d < d1$ |

| | | |
|-------------------------------------|--------------|---------------------------|
| no positive autocorrelation | No decision | $d1 \leq d \leq du$ |
| no negative correlation | Reject | $4-d1 < d < 4$ |
| no negative correlation | No decision | $4-du \leq d \leq 4 - d1$ |
| no negative or positive correlation | Not rejected | $Du < d < 4-du$ |

The SPSS output generated to test the autocorrelation is presented in the following table.



Table 4.11
Auto-correlation Test

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
| | | | | | | F Change | df1 | df2 | | |
| 1 | .680 ^a | .463 | .449 | 1.69670 | .463 | 35.283 | 3 | 123 | .000 | 1.790 |

a. Predictors: (Constant), Perceived Behavior Control, Attitude, Subjective Norm

b. Dependent Variable: Intention to BYOB

(Source: output SPSS V.25)

The Durbin-Watson value based on the SPSS output above is 1.790. The Durbin-Watson value will be compared with the Durbin-watson table value obtained by looking at the amount of data (n) observed in the study and the number of independent variables (k) used in a study. In this study, the number of data (n)

observed was 33 and the number of independent variables (k) was 4. The D-W value obtained was between Du (1.758) D-W (1.790) and 4-Du (2.242) ie. So it can be concluded that it cannot reject HO which means that there is no autocorrelation or there is no positive or negative autocorrelation in the tested data.

4.2.3.3 Multicollinearity Assessment

The test of multicollinearity is done to examine the variables that have a correlation with each other. There is no a correlation between one independent variable and the independent variable is allowed in a regression model generated from research data. The indicator to asses a correlation between one independent variable and another is the Tolerance (TOL) and the values of Variance Inflation Factor (VIF). The rules to see the presence or absence of Multicollinearity are as follow:

- a. The value of Tolerance is > 0.1 and the value of VIF is < 10 show that there are no multicollinearity in the independent variables used in this study.
- b. The value of Tolerance is 0.1 and the value of VIF is > 10 show that there are multicollinearity symptoms in independent variables used in this research. If there are variables that experience symptoms of multicollinearty, then those variable must be from the research variables. The following is the result of SPSS output to perform multicollinearty testing :

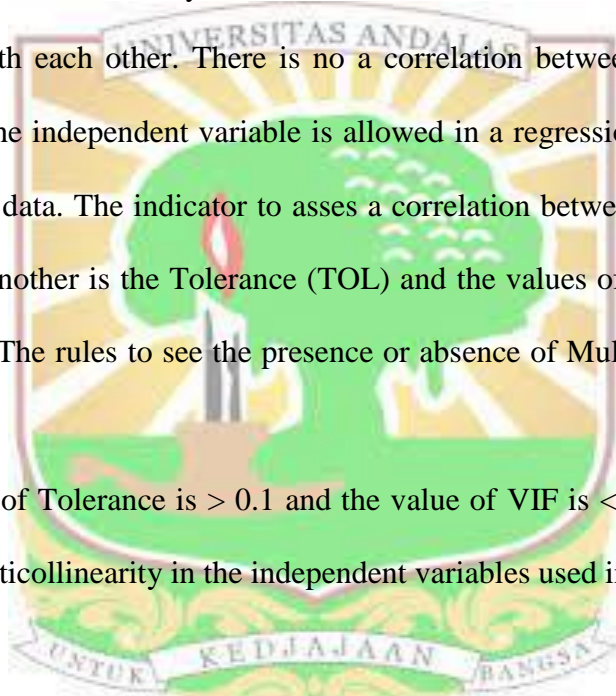


Table 4.12

Multicollinearity Test
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.980 | 1.651 | | -.594 | .554 | | |
| | Attitude | .111 | .081 | .094 | 1.376 | .171 | .943 | 1.061 |
| | Subjective Norm | .378 | .093 | .416 | 4.074 | .000 | .419 | 2.387 |
| | Percieved Behavior Control | .274 | .101 | .282 | 2.707 | .008 | .404 | 2.474 |

a. Dependent Variable: Intention to BYOB

(source: Output SPSS V.25)

The SPSS output above can be described as follows:

- a. (X1) attitude shows a value of Tolerance 0.943 and a value of VIF 1.061
- b. (X2) subjective Norm shows a value of Tolerance value 0.419 and a VIF value 2,387.
- c. Perceived Behavior Control (X3) shows a value of tolerance 0.404 and the value of VIF is 2.474.

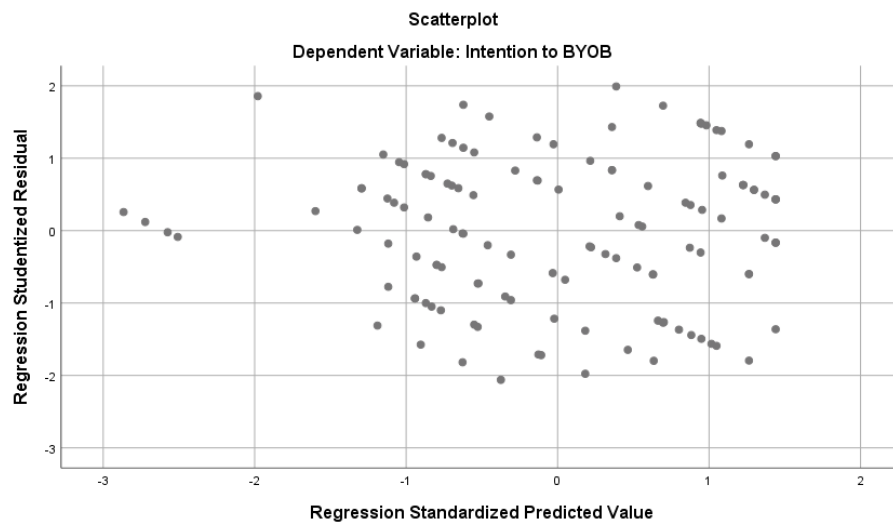
The above results show the entire independent variables has a value less than 10. Based on the rules in deciding the absence or the presence of multicollinearity symptoms, the total variables of independence used in this research have no multicollinearity. Thus, the Attitude, Subjective Norm, Obvious variables of Behavior Control have no symptoms of multicollinearity.

4.2.3.4 Test of Heteroscedasticity

This test is used to see if there is an inequality of variance in a regression model. A good regression model is that there is no heteroscedasticity. To detect the presence of heteroscedasticity can be done by using a scatter plot. If there are no result that show a wavy pattern, then the regression model has no problems of heteroscedasticity. The heteroscedasticity test shows the following results:



Table 4.13



5.1.1 Analysis of Multiple Linear Regression

The hypothesis in this study is tested by using multiple linear regression method. The result of SPSS software data processing shows the following equation:

Table 4.14
Regression Model

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.980 | 1.651 | | -.594 | .554 | | |
| | Attitude | .111 | .081 | .094 | 1.376 | .171 | .943 | 1.061 |
| | Subjective Norm | .378 | .093 | .416 | 4.074 | .000 | .419 | 2.387 |
| | Perceived Behavior Control | .274 | .101 | .282 | 2.707 | .008 | .404 | 2.474 |

a. Dependent Variable: Intention to BYOB

(source:Output SPSS V.25)

The equation model of regression obtained:

$$Y = -.980 + 0,111\text{Attitude} + 0,378\text{SN} + 0,274\text{PBC}$$

The equation model is described and analyzed as follow:

1. The stable negative value is -0.980 , showing that if the BYOB, Norm of subjectivity, the Evident Behavior Control variables are seen as the independence value where -0.980
2. Attitude variable coefficient is 0.111 , meaning that if there is an increase in the value of the BYOB variable by 1 point, it will increase the BYOB by 0.111

3. The coefficient of the Subjective Norm variable is 0.378, meaning that if there is the increment in the subjective Norm variable value by 1 point, the BYOB goes up by 0.378.
4. The Perceived Behavior Control variable's coefficient is 0.274, meaning that if there is an increase in the value of the Perceived Behavior Control variable by 1 point, it will increase the BYOB by 0.274

4.2.4 Goodness of Fit Test

The sample regression function accuracy for predicting and analyzing the actual value can be examined by its fit goodness. This aspect can be analyzed from the coefficient of determination value. The F statistic value and the t statistical value. Statistical analysis is significant if statistical test value occurs in the critical area (where H_0 is refused). However, it is called insignificant if the statistical test value occurs in the area that accepts H_0 (Ghozali,2001).

4.2.5 Test of t

The effect of each independent variable on the dependent variable is determined by the use of the t-test. The result of the regression estimation in the attachment shows the value of t is calculated as follows:

The explanation of the result:

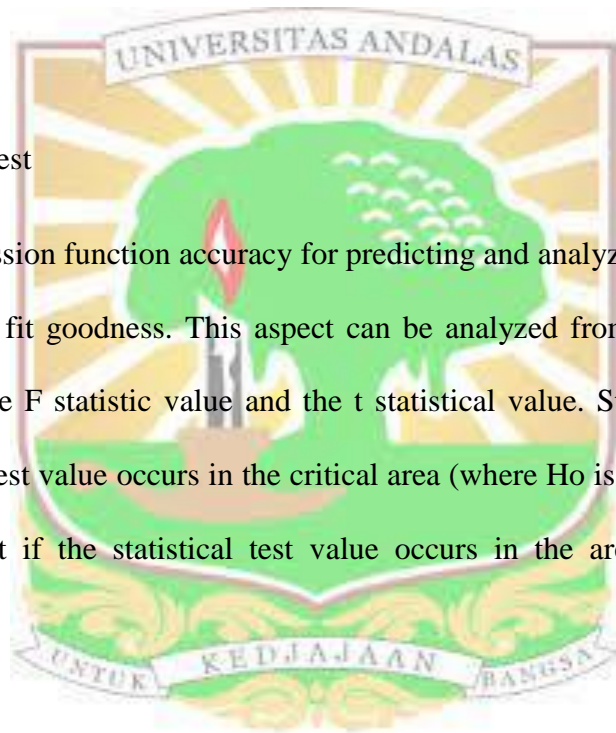



Table 4.15

***t* Test Processing**

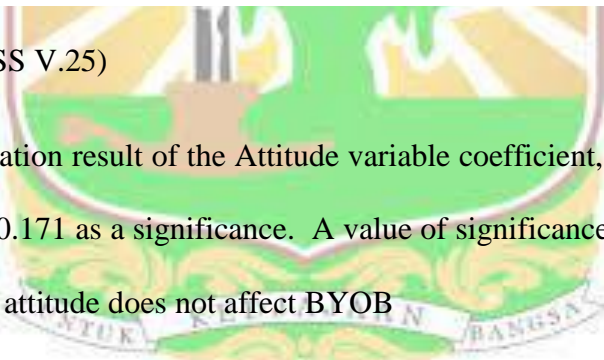


Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.980 | 1.651 | | -.594 | .554 | | |
| | Attitude | .111 | .081 | .094 | 1.376 | .171 | .943 | 1.061 |
| | Subjective Norm | .378 | .093 | .416 | 4.074 | .000 | .419 | 2.387 |
| | Perceived Behavior Control | .274 | .101 | .282 | 2.707 | .008 | .404 | 2.474 |

a. Dependent Variable: Intention to BYOB

(Source:output SPSS V.25)

- 
- From the estimation result of the Attitude variable coefficient, it is obtained 1.376 = t showing a 0.171 as a significance. A value of significance than 0.05 indicates that changes in attitude does not affect BYOB
 - The result of the Subjective Norm variable coefficient shows t = 4.074 with a significance of 0.000. A significance value lesser than 0.05 confirms that the Subjective Norm variable affects BYOB
 - The results of the coefficient of the Evident Control of Behavior variables show that t = 2.707 with 0.008 as a significance. A value of significance lower than

0.05 confirms that the Perceived Behavior Control variable affects the Intention of BYOB.

5.1.2.2 F Test

Simultaneous testing is done by looking at the F value and its significance.



ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 304.713 | 3 | 101.571 | 35.283 | .000 ^b |
| | Residual | 354.091 | 123 | 2.879 | | |
| | Total | 658.803 | 126 | | | |

a. Dependent Variable: Intention to BYOB

b. Predictors: (Constant), Perceived Behavior Control, Attitude, Subjective Norm

(source: Output SPSS V.25)

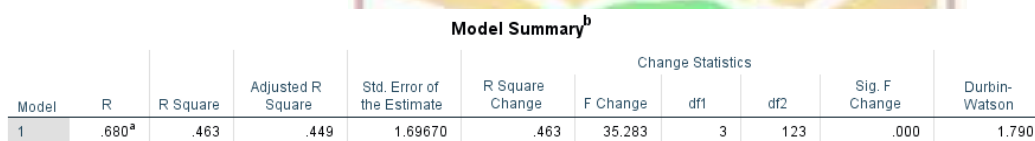
Data analysis shows that the calculated value of $F = 35.283$, with a value of significance of 0.000. It is found that the value of significance is below 0.05. Meaning, all variables of independence in this study shows a deep impact on independence.

4.2.6 Determination Coefficient (R²)

The result of the modified value of R-Square from the regression are applied to show the amount of stock return that is influenced by the variables of independence.

Table 4.17

Image 4.9 Determination Coefficient



| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|---------------|
| | | | | | | F Change | df1 | df2 | | |
| 1 | .680 ^a | .463 | .449 | 1.69670 | .463 | 35.283 | 3 | 123 | .000 | 1.790 |

a. Predictors: (Constant), Percieved Behavior Control, Attitude, Subjective Norm

b. Dependent Variable: Intention to BYOB

(source: Output SPSS V.25)

The calculation result is 0.449. This means that 44.9% of independence is affected by Attitude, Norm of Subjectivity, and Apparent Control of Behavior Control, whereas the other 55.1% is affected by the factors excluded in this study.

4.3 Discussion

- a. H1 : Attitude does not affect the Intention of BYOB. The hypothesis is proven by a significance value (Value of P) of 0.171 that is greater than 0.05 and a coefficient of regression value of 0.094. This finding is quite coherent with Ricky's et al (2008) research which shows the attitude of Chinese consumers does not affect the intention to BYOB. Their intention to BYOB

remains solid and full of commitment because they have higher green awareness and understand the dangerous impact of plastic waste in the environment.

Moreover, Ayalon, et al (2009) study the use of plastic bags substitute to reduce the use of plastic bags in Israel. Their study and results are not coherent with this results. However, they study a system of reducing the plastic bags which pushes the consumers to bring their own bags (BYOB/BTOB) or the substitute for plastic bags. Therefore, the results show an enforced intention to BYOB happening in unnatural (enforced) perceived behavior control setting. this research gets the results in a natural (non-enforced) perceived behavior control setting. Therefore, there is a clear difference in the aspect of setting of perceived behavioral control between Ayalon's research and this study.

Singh and Cooper (2017) study a sustainable business model for plastic shopping bag management in Sweden. The results of their research are different from this results. Their proposed business model can reduce the environmental footprints of the current system of plastic bag use and disposal. Therefore, these results are not related to attitude affecting the intention to BYOB. Singh and Cooper design a possible solution for plastic waste in a form of system of business. This system leads to enforced and unnatural behavior control setting. However, it is more effective.

Moreover, Adane and Muleta (2011) study the usage of plastic bags, their disposal and adverse impacts on environment: A case study in Jimma City, Southwestern Ethiopia. This research does not study the intention of BYOB. Therefore the results of their research is completely different from this results. However, they mention the intention toward BYOB as one of possible solution, but the aspects of this intention is neither the objective of nor the results of their study. Therefore, the effects of attitude on the intention toward BYOB is not found in their research.

Wagner (2017) studies reducing single-use plastic shopping bags in the USA. This research is quite coherent with this study since eliminating single use plastic bags share similar intention toward BYOB. The results on the attitude is quite similar, it does not affect the intention of BYOB. The American consumers' attitude are positive in higher percentage than Padang consumers. This result is to be expected because American consumers have more access to information on the bad impact of plastic waste. They have more green awareness.

Chang and Chou (2018) study the consumers' intention toward BYOB in Taiwan. The results are quite similar to this results, the attitude does not affect the intention toward BYOB. The Taiwanese and Padang consumers show the intention toward BYOB regardless their attitude. However, the Taiwanese consumers show more ethical perspective since they have higher degree of green awareness than the consumers' awareness in Padang.

b. H2 : Subjective Norm affects the Intention of BYOB. The first hypothesis is proven by a significance value (Value of P) of 0.000 that is greater than 0.05 and a coefficient of regression of 0.416. This finding is coherent with Ricky et al (2008). Their research shows the ethical judgment as the subjective norm affects the intention toward BYOB. However, Chinese consumers show higher subjective norm than Padang consumers in Budiman Dept Store since Chinese consumers get more access to the knowledge of green environment and the danger of plastic waste footprints, whereas Padang consumers have only a little knowledge about bad impacts of plastic waste in the environment. Padang consumers show the intention toward BYOB only under the setting of perceived behavior control, outside this setting they lack of intention to BYOB. Therefore, Ricky et al (2008) show similar result with mine on subjective norm only inside the setting of perceived behavior control, outside this setting the result of their research is different from this research.

this results on subjective norm affecting the intention toward BYOB is different from Ayalon's at al (2009) finding about business model to reduce the use plastic bags because they use a business model as an objective norm, not as subjective norm. In fact, their study also shows an objective norm is stronger than a subjective norm to reduce the plastic waste footprints. The reason for this finding is the objective norm being enforced as a system, whereas this research about the subjective norm here only relates to personal

reason and culture. The further research on this topic in the future should include both subjective and objective norm.

Furthermore, this finding on subjective norm affecting the intention toward BYOB is also different from Singh's and Cooper's (2017) results. Since Singh and Cooper design a business model, they create a well enforced system of business objective norm. Therefore their finding is not related to subjective norm.

Adane's and Muleta's (2011) research shows the results of the lack of subjective norm in Jimma City consumers behavior for green and sustainable environment. The results of their research are different from this research here. Jimma City consumers show low subjective norm, attitude and green awareness in the use plastic bags causing a significantly lower intention to BYOB compared to Padang consumers' intention to BYOB found in this research. Therefore, those plastic waste pile up without a proper management system in Jimma city.

Furthermore, this result is similar to Wagner's (2017), the subjective norm affects the intention to BYOB although Wagner emphasizes his study on reducing single use plastic bags which is not directly on the intention to BYOB. However, the process of reducing single use plastic bags pushes the American consumers to improve their intention toward BYOB.

Chang's and Chou's (2018) result on subjective norm includes the aspects of ethics derived from high degree of awareness to protect the

environment. This subjective norm affects the intention toward BYOB which is similar to this result, but this higher degree of green awareness as the ethics of Taiwanese consumers shows a more complete subjective norm.

- c. H3: Perceived Behavior Control affects the Intention of BYOB. The hypothesis is proven by a significance value (Value of P) of 0.008 that is greater than 0.05 and a coefficient of regression of 0.282. However, this finding is quite different from Ricky et al (2008), their study shows the perceived behavior control of Chinese consumers does not affect the intention to BOYB. The reason for this different result is Chinese consumers' high green awareness. Therefore, regardless perceived behavior control or not, their intention toward BYOB remains similar. Perceived behavior control does not affect their intention to BYOB whatsoever. They show similar intention to BYOB as a behavior regardless being perceived or not.

Ayalon's et al (2009) study also show the enforced system of reducing the plastic waste exceeds the perceived behavior control setting in this research. They study and create a systematic framework as a business model. Therefore, the mechanism in the process is not about perceived behavior control anymore, but a whole system which enforces the process of reducing the waste of plastic bags. Therefore, this research produces a different results from their study since this study only observes the intention toward BYOB in a perceived behavioral control setting affected by the consumers' subjective

norm. this research objectives are not creating an entire system of reducing the plastic waste.

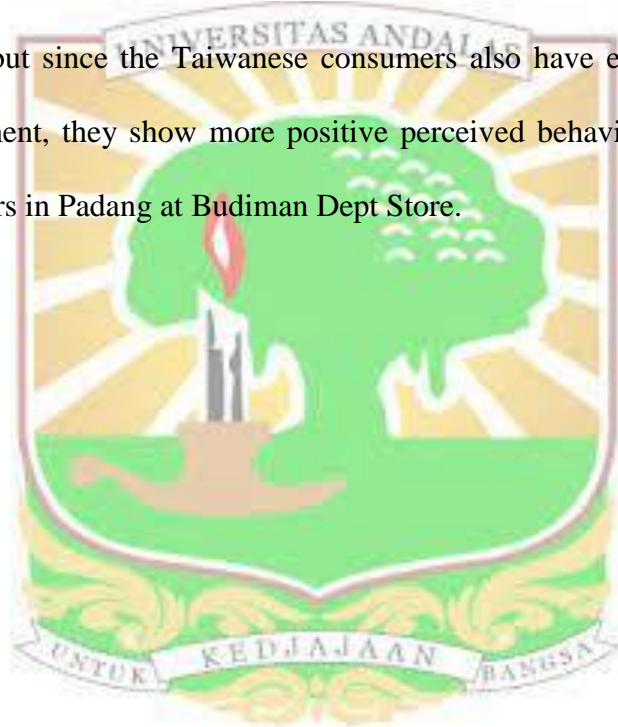
this result on perceived behavior control affecting the intention to BYOB in this research is also different from Singh's and Cooper's (2017) results in their research. They show an enforced perceived behavior control in a business model as the main finding. Therefore, the setting of behavior control is different from perceived behavior control in this research. This difference leads to Singh's and Cooper's business model becoming a sustainable green management of the plastic waste, whereas this research is actually in the initial level of observing the perceived behavior of Padang consumers about their intention toward BYOB.

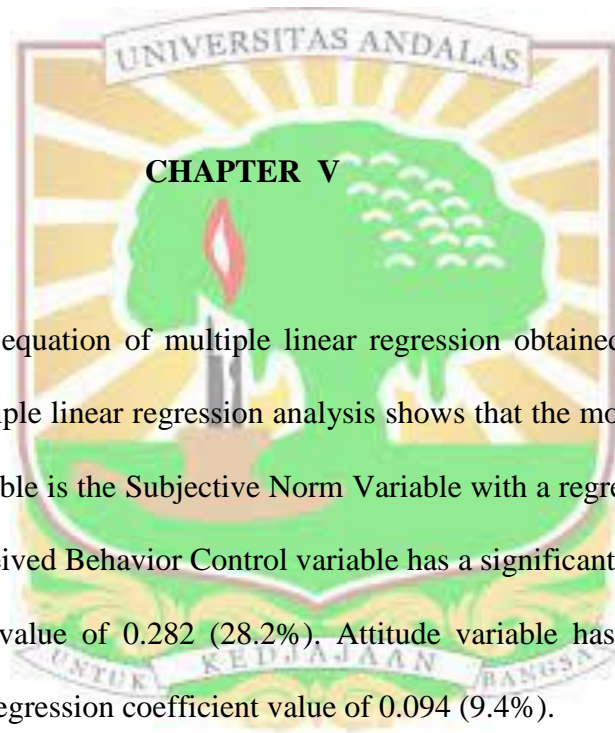
Adane and Muleta (2011) show the perceived behavior of the consumers in Jimma city is lacking the awareness to protect the environment. This lack of awareness is even lower than Padang consumers. However, their results are also related to this conclusion that this lower awareness in perceived behavior is caused by the lack of education and access to information about the danger of plastic waste in the environment. In this research, Padang consumers undergo similar condition although their intention toward BYOB remains positive.

Wagner's (2017) results on perceived behavior control show more enforced consumers behavior than this results because the reduce of plastic

waste is enforced in the market place. This process pushes the American people to bring their own bags (BYOB). this result does not use this enforced behavior control in Budiman Dept Store. Therefore, Wagner shows higher degree of perceived behavior control compared to this research.

Chang's and Chou's (2018) results in perceived behavior control is also similar to this results. Perceived behavior control affects the intention toward BYOB, but since the Taiwanese consumers also have ethics to protect the environment, they show more positive perceived behavior control than the consumers in Padang at Budiman Dept Store.





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 (R^2) 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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