



Alumni Number at University

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Alumni Number at Faculty

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Analysis Of Budiman's Customers Intention To Bring Their Own Shopping Bags To Reduce Plastic Waste

Bachelor Thesis By: Agusthie Irvan Dhana

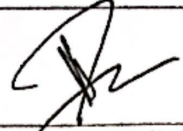
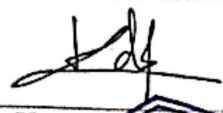
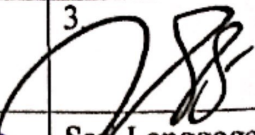
Supervisor: DR. Ma'ruf, SE, MM, Ph.D

ABSTRACT

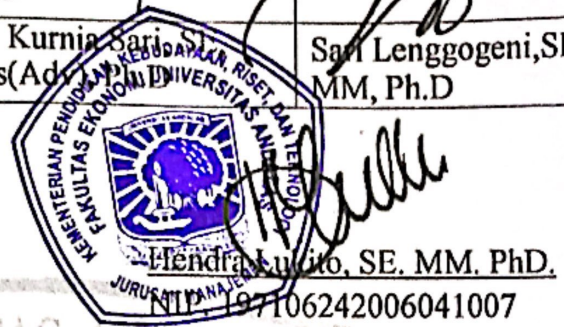
This research focuses on the intention toward BYOB in Budiman Dept Store Padang, Indonesia. The variables in this research are categorized into: (1) independent (free) variables: the variables to explain and influence other variables, and (2) dependent (bound) variables: the variables explained and influenced by the dependent variable. The result of this study shows the equation of multiple linear regression obtained are: $Y = 0,111X_1 + 0,378X_2 + 0,274X_3$. Subjective Norm Variable with a regression coefficient of 0.416 (41.6%) is the most influential variable on the intention of BYOB found in multiple linear regression analysis. 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 hypothesis test, three variables: Attitude (X1), Subjective Norm (X2) and Perceived Behavior Control (X3) on the intention of BYOB (Y) variable affect the intention of BYOB. Proven by the F value of 35.283 with a significance number (P value) of $0.000 < 0.05$.

Keywords : BYOB, Perceived Behavior Control, Attitude, Subjective Norm

by supervisor and examiners:

Signature	1. 	2. 	3. 
Name	DR. Ma'raf, SE, MM, Ph.D	Dessy Kurnia Sari, S. M.Bus(Adm)	Sari Lenggogeni, SE, MM, Ph.D

Acknowledged,
Head of Management Department



Alumnus has already registered at faculty/university and gets alumnus number

Staff of Faculty/University		
Alumni's Number at Faculty	Name	Signature
Alumni's Number at University	Name	Signature

