

***ANALYSIS OF Budiman'S COSTUMERS INTENTION TO BRING THEIR
OWN SHOPPING BAGS TO REDUCE PLASTIC WASTE***

*A Thesis submitted as Partial of The Requirement For a Bachelor Degree In
Management Department – Faculty of Economics*



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BACHELOR DEGREE INTERNATIONAL MANAGEMENT

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PADANG

2020

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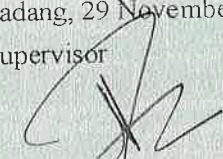
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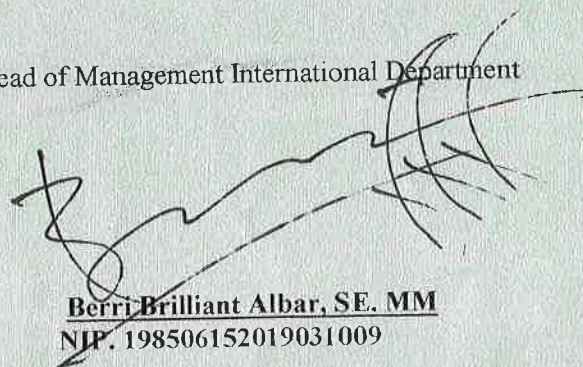
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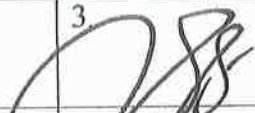
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ABSTRACT


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

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