

UNIVERSITAS INTERNASIONAL BATAM

*Bachelor Thesis
Management Study Programme
Even Semester 2018/2019*

ANALYSIS OF FACTORS THAT INFLUENCE GREEN PURCHASING ON ENVIRONMENTALLY FRIENDLY ELECTRIC MOTORS BATTERY IN BATAM CITY

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Abstract

Lately, people been interested with something that intersects with "eco-friendly". Over time, in this modern era many innovations are poured through the creation of products, one of the product is an electric motor that supports the "eco-friendly" campaign. To invite a wider community to support environmentally friendly can be done in various ways, one of them is Exposure To Environmental Message Through The Media, namely by reminding environmental awareness about the importance of the environment through media advertising or social media. Based on the WHO report, developing countries are potentially polluting regions, by implementing Green Purchasing to support products that are environmentally friendly

The influence on electric motor users is generally based on many factors, therefore this study wants to find out what are the factors that can influence Green Purchasing in Batam. This study uses social influence, attitude towards green purchasing, perceived environmental knowledge, recycling participation, ecolabelling, exposure to environmental messages through the media as a reference tool in research. In this study using primary data, by distributing questionnaires through Google form which produced 303 samples. Testing this data is used with SPSS software. The results found that social influence, recycling participation and exposure to environmental messages through the media which have a significant influence on the influence on the community that uses in the city of Batam, while attitude towards green purchasing, perceived environmental knowledge and ecolabeling have no significant effect on the influence of green purchasing on environmentally friendly electric motor battery.

Keywords: *social influence, attitude towards green purchasing, perceived environmental knowledge, recycling participation, ecolabelling, exposure to environmental messages through the media, green purchasing.*