

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy
Graduate Program of Management
Odd Semester 2019/2020

ANALYSIS THE FACTORS AFFECTING PURCHASE INTENTION OF ECO-FRIENDLY BAG IN BATAM

Yulie Estie
NPM: 1844027

ABSTRACT

The plastic waste is seen as an important issue by public recently. Besides disposing of plastic trash can pollute the sea, it can also cause land and air pollution which has a negative impact on the environment and human health as well. Regarding of this, the use of eco-friendly bag that can be reused is one of the way for the community to take part in reducing excessive plastic wastes.

This study examines the factors influencing purchase intention on eco-friendly bags in Batam. This study uses a survey method that distributing questionnaires with 221 samples collected. Data processing and analysis were assisted by using SPSS software version 24.

The results of this study indicated that attitude and environment concern have significant influenced the purchase intention of eco-friendly bag product. However product awareness, subjective norms, and also personal norms show insignificant influence on the intention to purchase eco-friendly bags.

Keywords : *purchase intention, environment concern, product awareness, attitude and subjective norms*