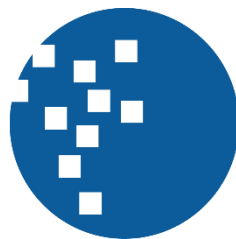


**EXAMINING THE INFLUENCE OF ATTITUDE,  
SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL  
CONTROL, WILLINGNESS TO PAY, AND  
ENVIRONMENTAL CONSCIOUSNESS ON CONSUMERS'  
PURCHASE INTENTION TOWARD REFILL PRODUCTS  
WITHOUT SINGLE-USE PLASTIC PACKAGING FROM  
SIKLUS REFILL INDONESIA**



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**AN UNDERGRADUATE THESIS**

**Vinna Millicent Japaris**

**0000027676**

**MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2022**

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**AN UNDERGRADUATE THESIS**

Submitted as Partial Fulfillment of the Requirements for the  
Degree of Sarjana Manajemen (S.M.)

**Vinna Millicent Japaris**

**0000027676**

**MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2022**

## ANTI PLAGIARISM STATEMENT

I hereby,

Name : Vinna Millicent Japaris

Student ID : 00000027676

Study Program : Management

Thesis entitled:

**EXAMINING THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, WILLINGNESS TO PAY, AND ENVIRONMENTAL CONSCIOUSNESS ON CONSUMERS' PURCHASE INTENTION TOWARD REFILL PRODUCTS WITHOUT SINGLE-USE PLASTIC PACKAGING FROM SIKLUS REFILL INDONESIA**

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PERCEIVED BEHAVIORAL CONTROL, WILLINGNESS TO PAY, AND  
ENVIRONMENTAL CONSCIOUSNESS ON CONSUMERS' PURCHASE  
INTENTION TOWARD REFILL PRODUCTS WITHOUT SINGLE-USE  
PLASTIC PACKAGING FROM SIKLUS REFILL INDONESIA**

By

Name : Vinna Millicent Japaris  
Student ID : 00000027676  
Study Program : Management  
Faculty : Business

Has been examined on Monday, 27<sup>th</sup> June 2022

At 13.00 – 14.30 and declared to be

**PASSED**

With the order of the examiners as follows

Chairman



**Boby Arinto, S.E., M.M.**  
0323057005

Advisor 1



**Nosica Rizkalla, S.E., M.Sc., C.B.O**  
0320089001

Examiner



**Elissa Dwi Lestari, S.Sos., M.S.M.**  
0306088501

Advisor 2



**Purnamaningsih, S.E., M.S.M., C.B.O**  
0323047801

Head of Management Study Program



**Dr. Mohammad Annas, S.Tr.Par., M.M., CSCP**

0312087404

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This research is a partial fulfillment of the requirements to complete the undergraduate education at the Faculty of Business, Management study program, Universitas Multimedia Nusantara. By conducting research and writing this thesis, the researcher hopes that this thesis can be useful for Siklus Refill Indonesia and similar companies related to the innovation of environmentally friendly products to understand the factors that drive consumers' purchase intention. This thesis is also expected to be an additional source of information and knowledge for readers and all parties.

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The researcher realizes that this report is far from perfect due to limitations in terms of knowledge and experience that the researcher has. Therefore, the author apologizes profusely if there are errors in this thesis. The researcher expects all forms of suggestions and constructive criticism from various parties in order to improve this thesis.

Tangerang, June 14<sup>th</sup>, 2022



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# EXAMINING THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, WILLINGNESS TO PAY, AND ENVIRONMENTAL CONSCIOUSNESS ON CONSUMERS' PURCHASE INTENTION TOWARD REFILL PRODUCTS WITHOUT SINGLE-USE PLASTIC PACKAGING FROM SIKLUS REFILL INDONESIA

Vinna Millicent Japaris

## ABSTRAK

Seiring berjalannya waktu, kehidupan manusia semakin berkembang menuju ke arah yang lebih modern. Kenyamanan, kepraktisan, dan efisiensi melekat pada proses manusia dalam memenuhi kebutuhannya saat ini. Berbagai solusi yang diciptakan untuk membantu proses pemenuhan kebutuhan inilah yang pada sisi lainnya ternyata juga membawa dampak buruk bagi bumi, salah satunya adalah hadirnya plastik sekali pakai. Penggunaan plastik yang bersifat sementara berujung pada pembuangannya, menciptakan tumpukan limbah plastik yang sulit terurai dan berkontribusi pada permasalahan lingkungan yang semakin memburuk. Berbagai kekhawatiran dan keprihatinan pun muncul dan memicu kesadaran untuk memperbaiki keadaan yang disertai dengan hadirnya berbagai inovasi baru untuk menyelamatkan lingkungan dari kehancuran. Siklus Refill Indonesia, hadir sebagai salah satu innovator dengan menciptakan layanan isi ulang untuk produk-produk kebutuhan rumah tangga berbasis *platform online* yang menawarkan kemudahan serta sejumlah keuntungan lainnya. Namun, pada kenyataannya, jumlah konsumen dari Siklus Refill Indonesia belum lah maksimal, bahkan tidak dapat menyesuaikan angka pengikut dari akun media sosial mereka.

Oleh karena itu, penelitian ini bertujuan untuk meneliti faktor-faktor yang berpengaruh terhadap intensi dari pembelian konsumen dengan mengkaji beberapa faktor-faktor seperti *attitude*, *subjective norms*, *perceived behavioral control*, *willingness to pay*, dan *environmental consciousness* serta implikasinya pada intensi konsumen untuk membeli produk isi ulang tanpa kemasan plastik sekali pakai yang diukur dengan 29 pertanyaan indikator dengan skala Likert. Penelitian ini menggunakan *Partial Least Squares Structural Equation Modelling* (PLS-SEM) dan melibatkan 219 responden sebagai sampel penelitian yang dikumpulkan dengan teknik *judgmental sampling*. Penelitian ini berhasil menemukan adanya hubungan yang positif dari keseluruhan faktor, yang telah diperkirakan sebelumnya, terhadap intensi pembelian konsumen.

**Kata kunci:** Produk isi ulang tanpa kemasan plastik, *Attitude*, *Subjective Norms*, *Perceived Behavioral Control*, *Willingness to Pay*, *Environmental Consciousness*, *Purchase Intention*

**EXAMINING THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, WILLINGNESS TO PAY, AND ENVIRONMENTAL CONSCIOUSNESS ON CONSUMERS' PURCHASE INTENTION TOWARD REFILL PRODUCTS WITHOUT SINGLE-USE PLASTIC PACKAGING FROM SIKLUS REFILL INDONESIA**

Vinna Millicent Japaris

**ABSTRACT**

As time goes by, human life is growing in a more modern direction. Convenience, practicality, and efficiency are inherent in the human process in meeting their current needs. Various solutions that were created to help the process of fulfilling this need, on the other hand, also have a negative impact on the earth, one of which is the presence of single-use plastics. The temporary use of plastic leads to its disposal, creating piles of plastic waste that is difficult to decompose and contributing to worsening environmental problems. Various concerns and consciousness also emerged and sparked awareness to improve the situation accompanied by the presence of various innovations to save the environment from destruction. Siklus Refill Indonesia is present as one of the innovators by creating refill services for household products based on an online platform that offers convenience and a number of other benefits. However, in reality, the number of consumers from Siklus Refill Indonesia has not been maximized, and they cannot even adjust the number of followers from their social media accounts.

Therefore, this study aims to examine the factors that influence consumer purchase intentions by examining several factors such as attitude, subjective norms, perceived behavioral control, willingness to pay, and environmental consciousness and their implications for consumers' intention to purchase refill products without single-use plastic packaging measured by 29 indicator questions with a Likert scale. This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) and involves 219 respondents as research samples collected by judgmental sampling technique. This study succeeded to find positive relationship between all factors, which had been previously estimated, on consumer purchase intention.

**Keywords:** Refill products without single-use plastic packaging, Attitude, Subjective Norms, Perceived Behavioral Control, Willingness to Pay, Environmental Consciousness, Purchase Intention

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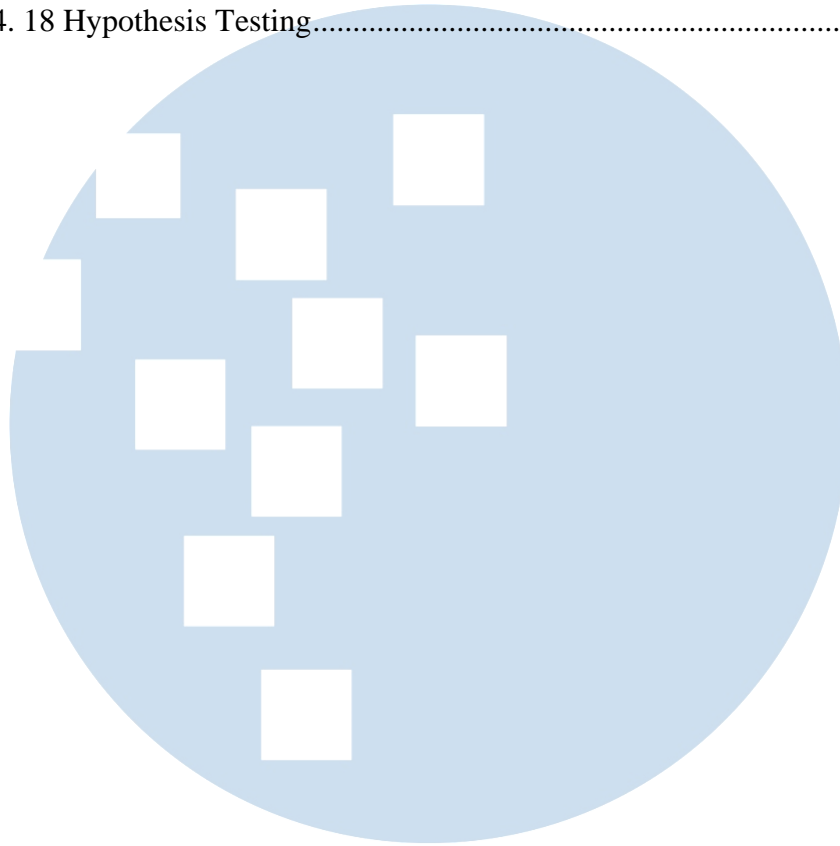


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