

FINDING THE RED STRING: THE DRIVING FACTORS FOR GREEN PURCHASE INTENTION TOWARD SUPER INDO'S REUSABLE SHOPPING BAG

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
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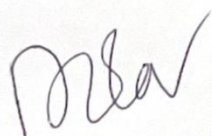
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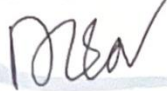
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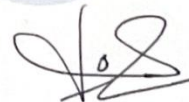
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As a result of this, I declare that this thesis is entirely my own original work and does not contain the work of others, except for certain parts that require citations following the proper guidelines for scientific paper. All sources needed for this specific thesis are listed in the thesis bibliography.

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PREFACE

All gratitude to Jesus Christ, the God Almighty, who has been giving the author blessings and courage to arrange and complete this research successfully. With all the gratitude, this research is submitted in order to fulfil one of the requirements to obtain the Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta with the title:

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Acknowledging the room for improvements within this research, the author aware that there might be several errors in this research's writing and structure. Henceforth, the author sincerely welcomes feedback, suggestions, and critiques from the readers. The author believes that constructive feedback will improve the quality of this research and future scholarly works, improve the author and the individuals working on similar topics. With the constructive feedback, the author aims to contribute to educational purposes, specifically related to the similar field, through this particular research.

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Author,

A handwritten signature in black ink, featuring a stylized 'V' and 'A' followed by a horizontal line.

Vidha Hiranya Astu Baboe

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ABSTRACT

This particular study examines the influence of green brand positioning (GBP), attitude toward green brand (ATGB), green brand knowledge (GBK), green perceived quality (GPQ), and green perceived utility (GPU) to green purchase intention (GPI) toward Super Indo's eco-friendly reusable shopping bag amongst Generation Z in Indonesia. As environmental issue does not seem to be slowing down, many start to shift their consumer behaviour to a more sustainable products which eventually push business industries to also shift into green practices, no exception for the retail store industry where this research set the object to Super Indo's eco-friendly reusable shopping bag. Using Theory of Reasoned Action (TRA) and Perceived Value Theory (PVT), this research used quantitative method and analysed input from 206 respondents from distributed online survey through SmartPLS 4. The finding resulted that only attitude toward green brand (ATGB), green brand knowledge (GBK), and green perceived quality (GPQ) that impact green purchase intention (GPI) toward the object of the study. The study aims to

contribute to the uncommon studies related to green marketing approach to Gen Z in Indonesia within the retail store industry, which offers deeper understanding and insight for business practitioners in order to actualize green marketing practices.

Keywords: *Green brand positioning, attitude toward green brand, green brand knowledge, green perceived quality, green perceived utility, green purchase intention*