EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

FINAL PROJECT

To Fulfill the Requirements for Obtaining a Bachelor's Degree

ADHINDA DWI OPRILYANI
NIM. B1024211040

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

FINAL PROJECT

To Fulfill the Requirements for Obtaining a Bachelor's Degree

ADHINDA DWI OPRILYANI
NIM. B1024211040

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

STATEMENT OF ORIGINALITY

Name	: Adhinda Dwi Oprilyani
Student ID	: B1024211040
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Final Project Title	: Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Products in Pontianak

Strictly declare that the final project above, as a whole, is purely the work of the author herself and not a plagiarism work of others. The parts referred to as literature sources by the applicable writing guidelines. If the author is proven to have committed plagiarism, it is entirely the author's responsibility, resulting in the cancellation of the final project with the title.

Thus, the author made this statement truthfully.

Pontianak, January 10th 2025



Adhinda Dwi Oprilyani
B1024211040

ACCOUNTABILITY STATEMENT

I, undersigned below :

Name	: Adhinda Dwi Oprilyani
Student ID	: B1024211040
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Final Project Title	: Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Products in Pontianak

Final Project Title :
Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Products in Pontianak

Stating that the final project is my own work and all sources, both quoted and referenced, I have stated correctly.

Pontianak, January 10th 2025



Adhinda Dwi Oprilyani
B1024211040

JURIDICAL SHEET

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

Legal Responsibility

Adhinda Dwi Oprilyani
B1024211040

Department : Management
Study Program : S1 Management
Concentration : Marketing
Date of Exam : January 10th, 2025

BOARD OF EXAMINER

Board of Examiner	Name NIP	Date	Signature
Advisor 1	Helma Malini, S.E., M.M., Ph.D. NIP. 198109092006042002	23/01/2025	
Advisor 2	Dr. Barkah, S.E., M.Si. NIP. 196502201990032004	20/01/2025	
Examiner 1	Dr. Erna Listiana, S.E., M.Si. NIP. 197407251998022001	20/01/2025	
Examiner 2	Harry Setiawan, S.E., M.M. NIP. 198510112019031010	20/01/2025	

Declared to have fulfilled the requirements and passed by the Board of Examiners in the Research and Comprehensive MBKM Program Final Project Examination to obtain a Bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

ACKNOWLEDGMENT

All praise to God for all the abundant blessings of His grace and mercy so that the author can complete this final project with the **title "Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Products in Pontianak"** This final project is one of the requirements to obtain a bachelor's degree at Universitas Tanjungpura. While writing this final project, I realized that this work can be done with the help of various parties, either directly or indirectly. At this moment, I would like to thank everyone who has provided support, guidance, and advice for me to run the course until the time of finishing this final project, especially to:

1. Prof. Dr. Garuda Wiko, S.H., M.Si., as the Rector of Universitas Tanjungpura;
2. Dr. Barkah, S.E., M.Si., as the Dean of Faculty of Economics and Business, Universitas Tanjungpura and also as my Advisor who has given guidance and advice during MBKM Research process;
3. Heriyadi, S.E., M.E., Ph.D., as the Head of Management Department of Faculty of Economics and Business, Universitas Tanjungpura;
4. Dr. Wenny Pebrianti, S.E., M.Sc., as the Secretary of Management Major of Faculty of Economics and Business;
5. Bintoro Bagus Purmono, S.E., M.M., as the Coordinator Management Program Study of Faculty of Economics and Business, Universitas Tanjungpura;
6. Helma Malini, S.E., M.M., Ph.D., as my Advisor Academic, who has given me insightful advice and continuous encouragement, which help me overcome every challenge;
7. All of the lecturer that have involved in MBKM program who give this opportunity and always support and pray for the student;
8. All honorable lecturers and staff in the Faculty of Economics and Business, in particular Management International major, who have givena lot of knowledge, guiding, and assisting in every academic administration procedure;
9. My parents Suwaji and Rina Fitriyani who have sacrificed a lot for my education and consistently provided support, prayers, love, and encouragement by giving their patience which is a source of strength and motivation both morally and spiritually;
10. My brother Oditya Opratama, who always loving me, guide me, support me and appreciate me;
11. To my big family Elyas Tuti who always encourage and appreciate me in many situations;
12. To my cousins who always support me and give me laughter;
13. To Fayzah, Shella, Sukma, Shafira, Angga, Ahmad, and Saif as my college best friends who always accompany and help me during college journey from the beginning to the end;
14. To Cinthia, Maria, Frencylia as my college friends who always accompany me to go anywhere, hangout, laughing together and also always support me, help me in many situations;
15. To Miranda, Hanif, Nicholas, and Ade, who always accompany from the

beginning to the end of MBKM Research, provide mutual support, help, and provide solutions to problems faced together;

16. To my hometown best friends Karenina, Miranda, Adel, Bey, Andy, Andreas who always support and also understood me in any situation, and was able to help me in many ways;
17. To my childhood Indah, Dian, Nadil who always accompany me, guide me, laughing with me, help me in many ways, and always support me for the whole of my life;
18. To Synergy Team who have accompanied me, helped me, guide me during summer school in Vietnam and Malaysia;
19. To all the MBKM friends who supports and strengthen each other;
20. To all the respondents who had been willing to provide assistance in filling out the questionnaires related to this Final Project;
21. All parties who always provide attention and support that cannot be written one by one;
22. Last but not least, I want to thanks myself, who brave enough to committed college seriously from the beginning until the end of it and I'm ready to take another chapter of my journey.

Pontianak, January 10nd 2025



Adhinda Dwi Oprilyani
B1024211040

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

Adhinda Dwi Oprilyani
Bachelor's Degree Of Management

ABSTRAK

Studi ini meneliti sikap Generasi Z terhadap perilaku pembelian ramah lingkungan, dengan fokus pada penggunaan produk yang dapat digunakan kembali, di tengah-tengah masalah sampah plastik yang semakin meningkat di Indonesia. Sebagai kelompok yang semakin sadar akan isu-isu lingkungan, Generasi Z memiliki potensi yang sangat baik untuk mendorong pola konsumsi yang lebih berkelanjutan. Penelitian ini menganalisis pengaruh kepedulian lingkungan dan pengetahuan merek terhadap green purchase intention dan green purchase behavior pada Generasi Z untuk membeli produk yang dapat digunakan kembali sebagai jawaban atas tantangan sampah plastik sekali pakai. Berbeda dengan penelitian-penelitian sebelumnya, yang seringkali berfokus pada kelompok usia yang lebih tua atau tidak mempertimbangkan konteks lokal, penelitian ini memberikan perhatian khusus pada Generasi Z di Pontianak. Kota ini sedang mengalami pertumbuhan pesat dalam gerakan hijau, terutama di kalangan anak muda. Sebanyak 264 responden Generasi Z yang berdomisili di Pontianak disurvei dengan menggunakan kuesioner online, dan data yang diperoleh dianalisis dengan menggunakan pendekatan kuantitatif melalui SEM (Structural Equation Modeling) dengan menggunakan perangkat lunak SmartPLS 3. Hasil penelitian menunjukkan bahwa environmental concern dan brand knowledge secara signifikan mempengaruhi green purchase intention, yang mendorong green purchase behavior, dengan green purchase intention sebagai mediator utama. Temuan ini menunjukkan bahwa pendekatan strategis yang mempromosikan environmental concern dan green brand knowledge memiliki potensi besar untuk mendorong perilaku konsumsi hijau di kalangan Generasi Z dan mendukung praktik berkelanjutan yang lebih luas.

Kata Kunci: Environmental Concern, Green Brand Knowledge, Green Purchase Intention, Green Purchase Behavior.

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

Adhinda Dwi Oprilyani
Bachelor's Degree Of Management

ABSTRACT

This study examines Generation Z's attitudes towards green purchasing behavior, with a focus on the use of reusable products, amidst the growing plastic waste problem in Indonesia. As a group increasingly aware of environmental issues, Generation Z has excellent potential to encourage more sustainable consumption patterns. This study analyzes the influence of environmental concern and brand knowledge on green purchase intention and green purchase behavior in Generation Z to buy reusable products in response to the challenge of single-use plastic waste. In contrast to previous studies, which often focus on older age groups or do not consider the local context, this study pays special attention to Generation Z in Pontianak. This city is experiencing rapid growth in the green movement, especially among young people. A total of 264 Generation Z respondents residing in Pontianak were surveyed using an online questionnaire, and the data obtained was analyzed using a quantitative approach through SEM (Structural Equation Modeling) using SmartPLS 3 software. The results show that environmental concern and brand knowledge significantly influence green purchase intention, which drives green purchase behavior, with green purchase intention as a key mediator. The findings suggest that strategic approaches that promote environmental concern and green brand knowledge have great potential to encourage green consumption behavior among Generation Z and support broader sustainable practices.

Keywords: *Environmental Concern, Green Brand Knowledge, Green Purchase Intention, Green Purchase Behavior.*

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

RINGKASAN

1. Latar Belakang

Permasalahan limbah plastik sekali pakai menjadi ancaman serius bagi lingkungan global, terutama karena sulit terurai dan mencemari ekosistem, khususnya laut. Setiap tahun, sekitar 5 triliun kantong plastik dibuang di dunia, dengan konsumsi di Indonesia mencapai 182,7 miliar kantong atau 1.278.900 ton per tahun, di mana 40% mencemari lautan. Kurangnya kesadaran masyarakat terhadap pengelolaan sampah menjadi tantangan utama. Salah satu solusi efektif adalah penggunaan produk ramah lingkungan seperti botol minum, sedotan stainless, dan peralatan makan portabel, yang semakin populer di kalangan generasi muda peduli lingkungan. Namun, perhatian terhadap peran Generasi Z dalam mendukung keberlanjutan, khususnya di Pontianak, masih minim. Sebagai agen perubahan, Generasi Z memiliki potensi besar dalam mendorong pola konsumsi berkelanjutan. Penelitian ini berfokus pada hubungan antara kepedulian lingkungan, pengetahuan merek hijau, dan perilaku pembelian hijau pada produk ramah lingkungan, yang dapat memberikan wawasan strategis bagi produsen, pemasar, dan pembuat kebijakan dalam mendorong adopsi produk berkelanjutan.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh Environmental Concern terhadap Green Purchase Intention.
b. Untuk menguji dan menganalisis pengaruh Green Brand Knowledge terhadap Green Purchase Intention.
c. Untuk menguji dan menganalisis pengaruh Environmetal Concern terhadap Green Purchase Behavior.
d. Untuk menguji dan menganalisis pengaruh Green Brand Knowledge terhadap Green Purchase Behavior.
e. Untuk menguji dan menganalisis pengaruh Green Purchase Intention terhadap Green Purchase Behavior.
f. Untuk menguji dan menganalisis pengaruh Environmental Concern terhadap Green Purchase Behavior melalui Green Purchase Intention.
g. Untuk menguji dan menganalisis pengaruh Green Brand Knowledge terhadap Green Purchase Behavior melalui Green Purchase Intention.

3. Metode Penelitian

Penelitian ini menggunakan metode kuantitatif dan dilakukan di Pontianak pada 6 September hingga 26 Oktober 2024, kota yang mengalami pertumbuhan signifikan dalam inisiatif hijau, khususnya di kalangan Generasi Z. Populasi muda Pontianak yang aktif dalam berbagai kegiatan sosial dan lingkungan menyediakan konteks yang relevan untuk mengkaji kesadaran ekologis dan

perilaku konsumsi berkelanjutan. Dengan menggunakan teknik purposive sampling, 264 responden berusia 15–27 tahun yang berdomisili di Pontianak dipilih sebagai sampel. Data primer dikumpulkan melalui kuesioner Google Forms dan dianalisis menggunakan perangkat lunak SmartPLS 3 dengan metode PLS-SEM untuk menguji hubungan antara environmental concern, green brand knowledge, green purchase behavior, serta peran mediasi dari green purchase intention.

4. Hasil dan Pembahasan

Penelitian ini menunjukkan beberapa temuan signifikan. Environmental concern memengaruhi green purchase intention (koefisien: 0,287, p-value: 0,001) dan secara langsung memengaruhi green purchase behavior (koefisien: 0,176, p-value: 0,019). Green brand knowledge juga secara signifikan memengaruhi green purchase intention (koefisien: 0,471, p-value: 0,000) dan green purchase behavior (koefisien: 0,316, p-value: 0,006). Green purchase intention secara signifikan memengaruhi green purchase behavior (koefisien: 0,363, p-value: 0,000). Selain itu, environmental concern (koefisien: 0,104, p-value: 0,004) dan green brand knowledge (koefisien: 0,171, p-value: 0,002) secara tidak langsung memengaruhi green purchase behavior melalui green purchase intention. Semua hubungan ini signifikan secara statistik dengan p-value di bawah 0,05.

5. Kesimpulan dan Rekomendasi

Penelitian ini menyimpulkan bahwa environmental concern dan green brand knowledge secara signifikan memengaruhi green purchase intention dan green purchase behavior di kalangan Generasi Z di Pontianak. Semakin tinggi kesadaran lingkungan dan pemahaman tentang merek hijau, semakin kuat niat pembelian yang mendorong perilaku pembelian hijau. Green purchase intention berperan sebagai mediator penting dalam hubungan ini. Temuan ini menekankan pentingnya strategi pemasaran edukatif untuk mempromosikan manfaat produk hijau dan mendorong praktik berkelanjutan. Penelitian selanjutnya disarankan untuk mengeksplorasi wilayah, generasi, atau faktor tambahan seperti pengaruh sosial dan budaya untuk mendapatkan wawasan lebih dalam tentang perilaku konsumen hijau.

EXPLORING GENERATION Z CONSUMERS' MANNERS ON GREEN PURCHASE BEHAVIOR REGARDING REUSABLE PRODUCTS IN PONTIANAK

SUMMARY

1. Background

The issue of single-use plastic waste poses a serious threat to the global environment, especially due to its difficulty in decomposing and its pollution of ecosystems, particularly marine areas. Every year, around 5 trillion plastic bags are discarded globally, with consumption in Indonesia reaching 182.7 billion bags or 1,278,900 tons, 40% of which pollute the oceans. A lack of public awareness regarding proper waste management remains a significant challenge. One effective solution is the use of eco-friendly products such as reusable water bottles, stainless steel straws, and portable cutlery, which are becoming increasingly popular among environmentally conscious youth. However, there is still little focus on the role of Generation Z in promoting sustainability, particularly in Pontianak. As agents of change, Generation Z has great potential to encourage sustainable consumption patterns. This study explores the relationship between environmental concern, green brand knowledge, and green purchase behavior for eco-friendly products, providing strategic insights for manufacturers, marketers, and policymakers to promote sustainable product adoption.

2. Research Objectives

a. To test and analyze the effect of Environmental Concern on Green Purchase Intention.
b. To test and analyze the effect of Green Brand Knowledge on Green Purchase Intention.
c. To test and analyze the effect of Environmental Concern on Green Purchase Behavior.
d. To test and analyze the effect of Green Brand Knowledge on Green Purchase Behavior.
e. To test and analyze the effect of Green Purchase Intention on Green Purchase Behavior.
f. To test and analyze the effect of Environmental Concern on Green Purchase Behavior through Green Purchase Intention.
g. To test and analyze the effect of Green Brand Knowledge on Green Purchase Behavior through Green Purchase Intention.

3. Research Method

This research employed quantitative methods and was conducted in Pontianak from September 6 to October 26, 2024, a city experiencing significant growth in green initiatives, particularly among Generation Z. Pontianak's active young population, engaged in various social and environmental activities, provided a relevant context for studying ecological

awareness and sustainable consumption behavior. Using purposive sampling, 264 respondents aged 15–27 and domiciled in Pontianak were selected. Primary data was collected via a Google Forms questionnaire and analyzed using SmartPLS 3 software through the PLS-SEM method to examine the relationships between environmental concern, green brand knowledge, green purchase behavior, and the mediating role of green purchase intention.

4. Result and Discussion

The study reveals several significant findings. Environmental concern influences green purchase intention (coefficient: 0.287, p-value: 0.001) and directly affects green purchase behavior (coefficient: 0.176, p-value: 0.019). Similarly, green brand knowledge significantly impacts green purchase intention (coefficient: 0.471, p-value: 0.000) and green purchase behavior (coefficient: 0.316, p-value: 0.006). Green purchase intention also significantly affects green purchase behavior (coefficient: 0.363, p-value: 0.000). Additionally, environmental concern (coefficient: 0.104, p-value: 0.004) and green brand knowledge (coefficient: 0.171, p-value: 0.002) indirectly influence green purchase behavior through green purchase intention. All relationships are statistically significant, with p-values below 0.05.

5. Conclusion and Recommendations

This study concludes that environmental concern and green brand knowledge significantly influence green purchase intention and green purchase behavior among Generation Z in Pontianak. Greater environmental awareness and understanding of green brands strengthen purchase intentions, leading to increased green purchasing behavior. Green purchase intention acts as a crucial mediator in this relationship. These findings highlight the importance of educational marketing strategies to promote the benefits of green products and encourage sustainable practices. Future research is suggested to explore other regions, generations, or additional factors like social and cultural influences for deeper insights into green consumer behavior.

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY ..... **i**
ACCOUNTABILITY STATEMENT ..... **ii**
JURIDICAL SHEET ..... **iii**
ACKNOWLEDGMENT ..... **iv**
ABSTRAK ..... **vi**
ABSTRACT ..... **vii**
RINGKASAN ..... **viii**
SUMMARY ..... **x**
TABLE OF CONTENTS ..... **xii**
LIST OF TABLES ..... **xiii**
LIST OF FIGURES ..... **xiv**
LIST OF APPENDIX ..... **xv**
INTRODUCTION **613**
METHOD **615**
RESULT AND DISCUSSION **616**
Respondent Profile **616**
Descriptive Analysis **617**
Frequency Mean **617**
Frequency Mean **617**
SEM Analysis Testing **619**
1) Evaluation of Measurement Model (Outer Model) **619**
a. Convergent Validity Testing **619**
b. Discriminant Validity Testing **620**
c. Reliability Testing **621**
2) Structural Equation Model Evaluation (Inner Model) **622**
b. Q Square Value (Q^2) **623**
d. Hypothesis Test **623**
CONCLUSION **627**
REFERENCE **627**
APPENDIX

LIST OF TABLES

Table 1. Respondent Profile 616
Table 2. Descriptive Analysis 617
Table 3. Convergent Validity Test Results 620
Table 4. Discriminant Validity Test Results Based on Crossloading Value 620
Table 5. Discriminant Validity Test Results Based on AVE Root Value 621
Table 6. Reliability Test Results 622
Table 7. R Square Value 622
Table 8. Path Coefficient Value and P-Values 624

LIST OF FIGURES

Figure 1. Research Framework 615
Figure 2. SEM Model..... 624
Figure 3. Path Coefficients Graphs 625