

## **ABSTRACT**

*This research was conducted to find out the responses and attitudes of the public from the use of reusable bags when shopping at ritel stores. By going through the variables of biospheric value, egoistic value, environmental self-identity towards reintegration to use reusable bags mediated by attitude when shopping at ritel stores. This research was conducted by 160 respondents who had made transactions in retail stores and used reusable bags when shopping and living in Jabodetabek. Measurement of the sample in this study using purposive sampling technique and the approach used is the Structural Equation Model (SEM) with the SmartPLS analysis tool. The results of this study state that biospheric value has a positive and significant effect on attitude, egoistic value has a positive but not significant effect on attitude, environmental self-identity has a positive and significant effect on attitude, biospheric value has a positive and significant effect on reintegration to use, and egoistic value has a positive effect. and significant on reintegration to use, environmental self-identity has a positive but not significant effect on reintegration to use, attitude has a positive and significant effect on reintegration to use, attitude as a mediation can influence biospheric value on reintegration to use, attitude as a mediation can affect environmental self-identity to reintegration to use, but attitude as a mediation is not able to influence the egoistic value of people's reintegration to use in reusing reusable bags when shopping.*

**Keywords:** *Biospheric Value, Egoistic Value, Environmental Self-Identity, Attitude, Reintegration to use, Reusable bag.*

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## ABSTRAK

Penelitian ini dilakukan untuk mengetahui tanggapan serta sikap masyarakat dari penggunaan *reusable bag* saat berbelanja di toko ritel. Dengan melalui variabel *biospheric value*, *egoistic value*, *environmental self-identity* terhadap *reintention to use reusable bag* yang dimediasi oleh *attitude* saat berbelanja di toko ritel. Objek dalam penelitian ini adalah seseorang yang pernah menggunakan *reusable bag* saat berbelanja di toko ritel yang berdomisili di Jabodetabek. Pada penelitian ini dilakukan oleh 160 responden yang pernah melakukan transaksi di toko ritel dan menggunakan *reusable bag* saat berbelanja dan berdomisili di Jabodetabek. Pengukuran sampel dalam penelitian ini menggunakan teknik *purposive sampling* dan pendekatan yang digunakan adalah *Structural Equation Model* (SEM) dengan alat analisis *SmartPLS*. Hasil penelitian ini menyatakan bahwa *biospheric value* berpengaruh positif dan signifikan terhadap *attitude*, *egoistic value* berpengaruh positif namun tidak signifikan terhadap *attitude*, *environmental self-identity* berpengaruh positif dan signifikan terhadap *attitude*, *biospheric value* berpengaruh positif dan signifikan terhadap *reintention to use*, *egoistic value* berpengaruh positif dan signifikan terhadap *reintention to use*, *environmental self-identity* berpengaruh positif namun tidak signifikan terhadap *reintention to use*, *attitude* berpengaruh positif dan signifikan terhadap *reintention to use*, *attitude* sebagai mediasi mampu mempengaruhi *biospheric value* terhadap *reintention to use*, *attitude* sebagai mediasi mampu mempengaruhi *environmental self-identity* terhadap *reintention to use*, tetapi *attitude* sebagai mediasi tidak mampu mempengaruhi *egoistic value* terhadap *reintention to use* masyarakat dalam menggunakan kembali *reusable bag* saat berbelanja.

**Kata Kunci:** *Biospheric Value*, *Egoistic Value*, *Environmental Self-Identity*, *Attitude*, *Reintention to use*, *Reusable bag*.