

**THE MEDIATING ROLE OF ATTITUDE: EXPLORING THE  
INTERPLAY BETWEEN ENVIRONMENTAL CONCERN,  
SUBJECTIVE NORMS, AND GREEN PURCHASE  
INTENTIONS FOR SENSATIA BOTANICALS' PRODUCTS**

**THESIS**



**UNIVERSITAS  
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UNIVERSITAS MERCU BUANA  
JAKARTA  
2024**

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Thesis Submitted to Fulfill One of the Requirements for Obtaining Bachelor's  
Degree in Economics at The Faculty of Economics and Business, Management  
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## OWN WORK STATEMENT LETTER

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Jakarta, May 18<sup>th</sup>, 2024



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## ABSTRACT

This research aims to determine The Influence of Attitude, Environmental Concern, and Subjective Norms on Green Purchase Intention for Sensatia Botanicals Products. The data collection method used a survey method, with the research instrument in the form of a questionnaire that was shared to the sample through the Shout. The questionnaire will be given criteria and value weights based on a Likert scale. The research design used in this study is quantitative research, and the research method employed is causal analysis. The sample consists of 125 respondents selected through purposive sampling. The data analysis method used is Partial Least Square (PLS), and the analysis technique utilized is descriptive. The research results indicate that Environmental Concern, Subjective Norms, and Attitude have a positive and significant direct effect on Green Purchase Intention. The indirect effect analysis shows that Attitude does not act as a mediator for environmental concern and green purchase intention, but it does act as a mediator for subjective norms and green purchase intention.

Keywords: Attitude, Environmental Concern, Subjective Norms, Green Purchase Intention.



## PREFACE

Praise be to God Almighty who has given His mercy and guidance to the researcher so that the researcher completes the thesis entitled “**The Mediating Role of Attitude: Exploring the Interplay between Environmental Concern, Subjective Norms, and Green Purchase Intentions for Sensatia Botanical’s Products**”. This thesis was written to fulfill one of the requirements to get a bachelor’s degree, S-1 Study Program International Class in Management Department, Faculty of Economics and Business, Universitas Mercu Buana Jakarta.

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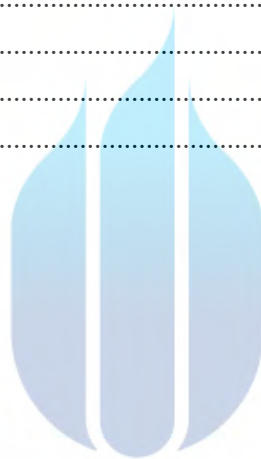
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