

FACTORS INFLUENCING UNIQLO SUSTAINABLE PRODUCT PURCHASE INTENTION: A THEORY OF PLANNED BEHAVIOR APPROACH

PUTI MEIDINA



**BUSINESS STUDY PROGRAM
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Bogor, August 2025

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ABSTRACT

PUTI MEIDINA. Factors Influencing UNIQLO Sustainable Product Purchase Intention: A Theory of Planned Behavior Approach. Supervised by NUR HASANAH and LINDA KARLINA SARI.

Climate change and environmental degradation have pushed the textile industry, including UNIQLO, to adopt more sustainable practices. UNIQLO's goal to use 50% recycled materials by 2030, along with rising environmental awareness among Gen Z, signals a shift toward more sustainable consumption. However, research applying the Theory of Planned Behavior to purchase intention in this context remains limited. This study aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on their purchase intention for UNIQLO sustainable products. A quantitative approach was used through an online survey involving 190 respondents, analyzed using descriptive statistics and SEM-PLS. Results show that all three variables significantly and positively influence Gen Z's purchase intention. These findings inform practical implications, such as emphasizing personal benefits of sustainable products, providing social recommendations, and hosting offline events showcasing sustainable product benefits with limited-time discounts as incentives.

Keywords: Gen Z, Purchase Intention, Sustainable Product, Theory of Planned Behavior, UNIQLO

ABSTRAK

PUTI MEIDINA. Faktor-faktor yang Mempengaruhi Niat Pembelian Produk Berkelanjutan UNIQLO: Pendekatan *Theory of Planned Behavior*. Dibimbing oleh NUR HASANAH dan LINDA KARLINA SARI.

Perubahan iklim dan degradasi lingkungan telah mendorong industri tekstil, termasuk UNIQLO, untuk menerapkan praktik yang lebih berkelanjutan. Target UNIQLO menggunakan 50% bahan daur ulang pada tahun 2030, bersama dengan meningkatnya kesadaran lingkungan di kalangan Gen Z, menandakan adanya pergeseran menuju konsumsi berkelanjutan. Namun, penelitian yang menerapkan *Theory of Planned Behavior* terhadap niat beli dalam konteks ini masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap niat beli produk berkelanjutan UNIQLO oleh Gen Z di Jakarta. Pendekatan kuantitatif digunakan melalui survei daring terhadap 190 responden, dianalisis menggunakan statistik deskriptif dan SEM-PLS. Hasil menunjukkan bahwa ketiga variabel tersebut berpengaruh secara signifikan dan positif terhadap niat beli Gen Z. Temuan ini memberikan implikasi praktis, seperti menekankan manfaat pribadi produk berkelanjutan, menyediakan rekomendasi sosial, dan menyelenggarakan acara *offline* yang menampilkan manfaat produk berkelanjutannya dengan insentif diskon terbatas.

Kata kunci: Gen Z, niat beli, produk berkelanjutan, *Theory of Planned Behavior*, UNIQLO



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FACTORS INFLUENCING UNIQLO SUSTAINABLE PRODUCT PURCHASE INTENTION: A THEORY OF PLANNED BEHAVIOR APPROACH

PUTI MEIDINA

Undergraduate Thesis
As one of the requirements to obtain a degree of
Bachelor of Business
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**BUSINESS STUDY PROGRAM
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FOREWORD

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Bogor, August 2025

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LIST OF CONTENTS

LIST OF TABLES	xi
LIST OF FIGURES	xi
LIST OF APPENDIX	xi
I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Benefits	5
1.5 Research Scope	6
II LITERATURE REVIEW	7
2.1 Purchase Intention	7
2.2 Theory of Planned Behavior	7
2.3 Previous Research	10
2.4 Conceptual Framework	11
2.5 Research Framework	12
III METHODS	14
3.1 Research Location and Time	14
3.2 Research Design	14
3.3 Type and Data Sources	14
3.4 Respondent Determination Technique	14
3.5 Data Analysis Processing Method	14
3.6 Concept Operationalization	19
IV RESULTS AND DISCUSSIONS	23
4.1 Respondents' Characteristics, Behavior, and Perceptions	23
4.2 Analysis of the Influence of Attitude, Subjective Norms, and Perceived Behavioral Control on Purchase Intention	32
4.3 Practical Implications	38
V CONCLUSION AND RECOMMENDATIONS	43
5.1 Conclusion	43
5.2 Recommendations	43
BIBLIOGRAPHY	44
APPENDIX	49
CURRICULUM VITAE	56

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LIST OF TABLES

1	UNIQLO best-selling products	4
2	Previous research	10
3	Pilot test validity results	15
4	Pilot test reliability results	16
5	Interpretation of index percentage	17
6	Steps of SEM-PLS analysis	18
7	Operationalization concept	20
8	Respondents' characteristics	23
9	Percentage index of attitude	28
10	Percentage index of subjective norms	29
11	Percentage index of perceived behavioral control	30
12	Percentage index of purchase intention	32
13	Convergent validity test results	33
14	Heterotrait-monotrait ratio test results	34
15	Composite reliability and Cronbach's alpha test	35
16	Coefficient of determination (R^2)	36
17	Path coefficient results	36
18	The highest outer loading	39
19	Current UNIQLO initiatives and practical implications	42

LIST OF FIGURES

1	Key dimensions for sustainable practices	2
2	UNIQLO's use of recycled materials in clothing products	3
3	Theory of planned behavior	8
4	Conceptual framework	12
5	Research Framework	13
6	Steps of data analysis	15
7	Preliminary PLS structural model	19
8	PLS Structural Model	22
9	Most purchased UNIQLO products	25
10	Respondents' purchase channels	25
11	Purchase frequency (last 3 months)	26
12	First source of awareness of UNIQLO sustainable products	26
13	Types of UNIQLO sustainable products known	27
14	Reasons for interest in UNIQLO sustainable products	27
15	PLS-SEM algorithm results	33

LIST OF APPENDIX

1	Research Questionnaire	50
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