

# THE INFLUENCE OF LIFESTYLE, MOTIVATION, PERCEPTION AND ATTITUDE TOWARD THE PURCHASE DECISION OF ECO FRIENDLY ENVIRONMENT STRAW

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**THE INFLUENCE OF LIFESTYLE, MOTIVATION, PERCEPTION AND ATTITUDE TOWARD THE PURCHASE DECISION OF ECO FRIENDLY ENVIRONMENT STRAW (CASE STUDY ON THE MANAGEMENT STUDENTS OF HASANUDDIN UNIVERSITY)**

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**1**  
**Abstract**

This research aims to determine the effect of lifestyle, motivation, perception, and attitude on the decision to purchase environmentally friendly straw products among the postgraduate students of management at the faculty of Economic and Business, Hasanuddin University.

The samples as the object of this study consisted of 150 students. The data are analyzed using path analysis with the help of SPSS 25. use in this research is path analysis with the help of SPSS 25.

The results of the research indicate that the lifestyle, motivation, perception, and attitude variables positively affect the purchasing decision mediated by purchasing interest, but there are only three variables that do not significantly have an effect on purchasing decisions, i.e. motivation and attitude as well as perception on purchasing interest.

**Keywords:** life style, motivation, perception, attitude, purchasing decisions and buying interest

**PRELIMINARY**

Global warming is an issue that is heard everywhere. Forest destruction, changes in temperature, increasingly unstable climate, depletion of the ozone layer and others. Public awareness of the importance of environmental preservation is increasing, this is triggered by fears of the possibility of a threatening environmental disaster, not only in terms of health, but even to the survival of humans and their offspring. Depletion of the ozone layer that has the potential to disrupt the world's climate, global warming, the problem of acid rain, the greenhouse effect, air pollution and water that is already at a dangerous level, fires and deforestation that threaten the amount of atmosphere and floods a number of cities to be strong evidence of these concerns. Even now, garbage becomes a big problem because the amount of garbage is getting more and more day by day and the amount of waste is difficult to recycle. This is evident where Indonesia is ranked second in the world with the highest waste generation.

According to Jenna R. Jambeck, an environmental expert, reported by Beritagar said that Indonesia is in the second position of the world as a country that contributes plastic waste to the ocean. (nationalgeographic.grid.id). It is undeniable that the use of plastic and plastic bags has continued to increase from year to year. Data from the Deputy Pollution Control of the Ministry of the Environment (KLH) states, each individual produces an average of 0.8 kilograms of garbage in one day with 15 percent content is plastic (Nursyfani, 2013).

The topic of plastic waste is increasingly becoming a conversation among the community and various related institutions. The behavior of the use of disposable plastic products has an impact on ocean pollution. One of the disposable plastic products that contribute to marine pollution is disposable plastic straws. Based on data held by Divers Clean Action, environmental groups, especially the sea, the use of straws in Indonesia reaches 93,244,847 sticks every day. If 93,244,847 disposable plastic straws are stretched, then the resulting length is 16,784 km or the same distance from Jakarta to Mexico (nationalgeographic.grid.id). The ease of getting disposable plastic straws is considered to be the cause of the large number of plastic straws polluting the earth, because it's easy to get so we also easily throw it away.

The term green marketing surfaces as a reaction from marketers to care about the environment. Green marketing then becomes an alternative strategy that not only helps the company's image, but also gives value to the company's business. But what becomes fear of marketers to enter the world of green marketing is none other than because marketers feel that their target market has not been oriented to the environment. That is why the growth of environmentally friendly products is slow.

Green marketing approach (green marketing approach) in the product area is believed to be able to improve the integration of environmental issues in all aspects of the company's activities, ranging from strategy formulation, planning, preparation, production and distribution or distribution with customers. As by Pride and Ferrell, 1993 in Mangkono (2011), said that green marketing is described as the business of an organization or company designing, promoting, pricing and distributing products that do not harm the environment. Pujari and Wright (1995) in Mangkono (2011) revealed that marketers need to view the phenomenon as a potential business opportunity.

By paying attention to green marketing strategies, it is expected to influence consumer purchasing decisions. Purchase decisions made by customers involve customer confidence in a product, so that self-confidence arises over the truth of the actions taken. The customer's confidence in the purchasing decision he made represents the extent to which the customer has confidence in his decision to choose a product. In many consumer behavior found factors that influence consumer buying decisions. These factors are price, brand, attribute, promotion and so on. Factors that influence consumers' buying decisions on a product can originate from within consumers or come from outside consumers (Kusumastuti, 2011: 2).

Marketers need to view this phenomenon as one thing that has the potential as a business opportunity. Kalafatis et al., (1999) say that marketers view the phenomenon in the marketing environment as a business opportunity in the company's efforts to proactively develop and implement long-term plans on the company's environmental strategy.

Byrne (2003) revealed that environmental or green marketing is a new focus in business ventures, where a strategic marketing approach that began to emerge and became a concern of many parties from the end of the 20th century. This condition requires marketers to be more careful in making decisions involving the environment. In addition, companies use the term green marketing as an effort to get space to achieve company goals and improve buyer decisions.

The second factor that influences purchasing decisions is buying interest. Interest or intention is the desire to conduct behavior. An interest can lead to a desire to buy products offered by the company. According to Cobb-Walgren, Ruble, and Donthu (1995: 28) buying interest is a mental statement from consumers that reflects the plan to purchase a product with certain brands. So basically if someone wants to buy is usually influenced by factors such as encouragement and certain considerations.

Lately, the phenomenon of #Nostramovement without a straw movement has become a trend among young people as a form of environmental concern. Seeing this makes new business people appear. It was proven at the beginning of the year 2019 the rise of online-based businesses that sell a variety of stainless steel straws. This phenomenon also occurs in the city of Makassar, South Sulawesi.

Related to environmental awareness of the importance of using environmentally friendly products, not all of them are willing to buy environmentally friendly products. Because this is caused by environmentally friendly products that are usually relatively more expensive than environmentally friendly products that are usually relatively expensive than products that are not environmentally friendly. In addition, variants of environmentally friendly products are still relatively few compared to products that are not environmentally friendly. In addition to problems related to prices on environmentally friendly products, on the other hand, the general public cannot distinguish between environmentally friendly products and other products because the differences are not apparent. Only by including a logo or statement that the product is renewable and recycleable to promote it on a large scale will not increase public trust.

This study replicates the research conducted by Alit Devi Laksmi and I Made Wardsna (2015) who examined the attitude of environmental awareness towards buying interest in environmentally friendly Sharp AC products in Denpasar City. The results of this study indicate that the overall positive and significant effect on consumer attitudes and consumer buying interest Sharp environmentally friendly Sharp AC.

## **LITERATURE STUDY**

### **A. Lifestyle**

In general, a lifestyle can be interpreted as a lifestyle that is recognized by how people spend their time (activities), what is important for people to consider the environment (interests), what funds people think about themselves and the world around (opinion). Setiadi (2003) defines a broad lifestyle as a way of life that is identified by how people spend their time (activities) what they consider important in their environment (linkages) what funds they think about themselves and the world around them. According to Sunarti (2000) lifestyle or life style is a pattern of one's life, to understand these forces we must measure the dimensions of activity, interest, and opinion (AIO). Lifestyle in principle is how a person spends his time and money. There are people who like to find entertainment with their friends, there are those who like to be alone, there are those who travel with family, shop, do dynamic activities, and there are also those who have and free time and excess money for socio-religious activities.

According to Setiadi (2003) stated the benefits obtained by marketers from understanding lifestyles, namely: a) Marketers can use the lifestyle of consumers to segment the target market. If the marketer can identify the lifestyle of a group of consumers, it means that the marketer knows a consumer segment, b) Understanding of the consumer's lifestyle will also help in positioning the product in the market through advertising, c) If the lifestyle is known, then the marketer can place its product advertisement on the media media right. Of course accuracy is measured based on which media the most read or witnessed by these consumer groups. In other words, the ability of the media to reach segments is a very important criterion.

### **B. Motivation**

Motivation is a need that is quite able to encourage someone to act. Motivation arises because there are needs that are felt by consumers. Motivation is formed due to stimuli that come from within a person (physiological conditions). Motivation as a state of distress due to

the drive for needs that "makes" the individual perform behaviors that he thinks will satisfy the needs and thus will reduce tension. Specific objectives to be achieved by consumers and the series of actions they take to achieve a goal are chosen on the basis of thought processes (awareness) and prior learning processes According to (Schiffman and Kanuk, 2008: 72). That motivation has certain goals that they choose and the pattern of action they take to achieve these goals is the result of individual thinking and learning processes.

Motivation is divided into several forms, namely: (Chaplin, 2005: 398): 1. Positive motivation, is a process to influence others by providing additional levels of satisfaction, 2. Negative motivation, is a process to influence others by scaring or encouraging to do something by force, 3. Rational behavior, is consumer behavior that is choosing goals based on criteria, such as size, weight, price, etc., and 4. Emotional motivation, is the choice of goals with subjective criteria, for example pride, status and others.

### C. Perception

Perception is defined as the process by which a person chooses, organizes, and interprets information in order to create a meaningful picture of this world. According to Thoha (2004: 141), in essence perception is a cognitive process experienced by everyone in understanding information about their environment through vision, hearing, appreciation, feeling and smell. The key to understanding perception lies in recognizing that perception is a unique interpretation of the situation rather than a correct recording of the situation.

In Marketing, according to Kotler and Keller (2009: 288) that there are three perceptual processes as follows: 1. Selective Attention, People experience so many stimuli every day, because one may not be able to respond to all of these stimuli, most stimuli will be filtered and this process called selective attention. 2. Selective Distortion, is the tendency to interpret information so that it is in accordance with people's conceptions. Consumers will often change information so that it is consistent with their initial beliefs about brands and products, and 3. Selective memory explains why marketers use drama and agitation in sending messages to their target markets to ensure that their messages are not underestimated.

### D. Attitude

Attitude is also one of the most important concepts used by marketers to understand consumers. The attitude according to Alport in (Tompunu, 2014) is a mental and nervous connection with the readiness to respond, is organized through experience and has the influence that directs funds and dynamic behavior. The attitude according to Alport in (Tompunu, 2014) is a mental and nervous connection with the readiness to respond, is organized through experience and has the influence that directs funds and dynamic behavior.

According to Simamora (2003: 185) that the factors that influence attitudes are: 1. Personal experience, attitudes will be more easily formed if the personal experience involves emotional factors. In situations that involve emotions, the experience of experience will be deeper and longer lasting, 2. Family roles, Many products purchased by multiple consumers who act as family units. A favorite form of leisure time for many families is visiting a local shopping center. 3) Social media (social media) Mass media is very important in forming attitudes, so marketers need to know what media are usually consumed by the target market and through these media with the right message design, positive attitude can be formed.

### E. Consumer Buying Interest

Consumer buying interest is the intention arising from within a person to make a purchase of a product or service with consideration before the purchase process takes place.

High buying interest reflects the level of customer satisfaction when deciding to adopt a Kotler and Keller product (in Adi, 2015: 36) states that consumer buying interest is a consumer behavior where consumers have the desire to choose, use, and consume or even want a product which is offered. The definition of buying interest from Simamora (in Murtada, 2014: 24) is something personal and related to attitude, individuals who are interested in an object will have the power or drive to perform a series of behaviors to approach or obtain the object.

Swastha and Irawan (2001) suggest that the factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, dissatisfaction usually removes interest. Lidyawatie (2008) explains that there are several factors that influence consumer buying interest, namely:

- a. Job differences, meaning that there are differences in one's work can be estimated interest in the level of work to be achieved, the activities carried out, the use of leisure time and others.
- b. Socioeconomic differences, meaning that someone who has high socioeconomic will more easily achieve what he wants than those who have low socioeconomic.
- c. Differences in hobbies or hobbies, meaning how someone uses their free time.
- d. Age difference, meaning that the age of children, adolescents, adults and parents will have different interests in an object, object activity and a person.

According to Ferdinand (2002: 129), buying interest can be identified through the following indicators:

- a. Transactional interest  
Namely the tendency for someone to buy a product. This means that the consumer has an interest in purchasing a particular product that he wants.
- b. Referential interest  
That is a person's tendency to refer products to other people. This means that a consumer who already has an interest in buying will advise the closest person to also purchase the same product.
- c. Preferential interest  
That is, interests that describe the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the product of his preference.
- d. Explorative interest  
This interest describes the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product.

## RESEARCH METHOD

### Location and Research Design

This research was conducted at Makassar Hasanuddin University in particular the Postgraduate Program located on Jl. Perintis Kemerdekaan KM. 10, Tamalanrea Indah, Kec. Tamalanrea, Makassar City, South Sulawesi. The research design is quantitative that is a method that aims to test mathematically the allegations regarding the relationship between variables of the problem being investigated in the hypothesis, or in other words this research is to test the truth of a hypothesis where in this study to be tested is the influence of consumer behavior on the purchase interest of green products on the buying interest of students of the management of Hasanuddin University with the object of research on environmentally friendly products.

22

### Population and Sample

The population of this research is the Masters of Management students in the Faculty of Economics and Business, Hasanuddin University Makassar City in 2017, 2018 and 2019 of 212 people. To determine the number of samples, the Slovin formula is used with an error rate of 50% to obtain a total sample of 139 respondents, using Incidental Sampling, which is a sampling technique based on coincidence, meaning that the researcher takes samples that he coincidentally finds to be cooked as a source of data in the study conducted (Sugiyono, 2014: 66).

50

### Method of Collecting Data

Information data collection techniques needed in this study are:

1. Library Research (Library Research), used to study the theories and concepts relating to the problem investigated by the author in books, theses and journals in order to obtain an adequate theoretical basis for discussion.
2. Access the web and related sites.
3. Field Research (Field Research), is a method of collecting data that is carried out at the location (research object) directly, namely by conducting direct interviews with related parties concerned as well as distributing questionnaires.

### Data Analysis Method

Quantitative analysis is a data analysis method that requires statistical and mathematical calculations. To simplify the analysis, the SPSS program is used. The analytical tools used are as follows:

#### 1. Validity Test

34

Validity test is used to determine the feasibility of items in a list of questions in defining variables. Validation test is performed on each question variable from each factor contained in the questionnaire, namely by calculating the value of Corrected Item-Total Correlation of each question item or statement, compared with 0.3.

#### 2. Reliability Test

Reliability (reliability) is a measure of the stability and consistency of respondents in answering matters relating to the constructs of respondents which are dimensions of a variable and are arranged in a questionnaire form. The reliability test criteria are said to be good if they have a Cronbach's Alpha value > 0.60.

#### 3. Path Analysis

According to Ghazali (2011: 249) to test the effect of intervening variables a path analysis method is used. Path analysis is used to determine the pattern of relationships between three or more variables and cannot be used to confirm or reject imaginary causality hypotheses.

#### 4. Hypothesis Test in this study

Using the t test, which is testing how far the effect of each explanatory / independent variable individually in explaining the variation of the dependent variable by assuming the other independent variables are constant. Decision making based on t value and critical value according to the significant level used is 0.05 (Ghozali, 2011: 64).

## RESEARCH RESULT

### Path Analysis

Path analysis is used to determine the pattern of relationships between three or more variables and cannot be used to confirm or reject imaginary causality hypotheses. Statistical calculations in path analysis using regression analysis were used as a tool in this study and

were assisted by the SPSS for Windows version 25.0 program. In this study two equations were used, where the first equation used in this study was aimed at proving hypotheses about the influence of independent variables (lifestyle, motivation, perception, attitudes and buying interest) on the dependent variable (purchasing decision) which is explained in the table below this:

**Table 1. Path Analysis Results (Equation Y)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.920	1.069		.860	.391
Lifestyle	.249	.060	.298	4.164	.000
Motivation	.069	.098	.053	.701	.484
Perception	.184	.088	.152	2.086	.039
Attitude	.131	.093	.096	1.410	.161
Interest in buying	.388	.079	.375	4.896	.000

a. Dependent Variable : Purchasing Decision

Source: Results of SPSS 25 output (2020)

From the results of the path analysis it can be seen that all independent variables namely lifestyle, perception, motivation, attitude and buying interest have a positive influence on purchasing decisions for environmentally friendly straws at the Masters of Management in Hasanuddin University.

Then the first equation used in this study with the aim of proving hypotheses about the influence of independent variables (lifestyle, motivation, perception, and attitude) on the dependent variable (buying interest) is explained in the table below:

**Table 2. Results of Path Analysis (Equation Z)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.309	.958		2.409	.018
Lifestyle	.474	.092	.556	5.149	.000
Motivation	.272	.124	.201	2.192	.031
Perception	.006	.105	.005	.056	.956
Attitude	.290	.141	.196	2.050	.043

b. Dependent Variable : Interest in buying

Source: result of output spss 25 (2020)

From the results of the regression equation, it can be interpreted or interpreted that for the value of the standardized coefficient beta indicates the magnitude of the contribution of lifestyle variables is 0.556. For the standardized coefficient beta values the magnitude of the contribution of the motivational variable is 0.201. For the standardized coefficient beta values,

the contribution of perception variables is 0.005. while for the standardized coefficient beta values the magnitude of the contribution of the attitude variable is 0.196.

## DISCUSSION

### 1. The influence of lifestyle on the decision to purchase environmentally friendly straw products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that lifestyle has a positive and significant effect on purchasing decisions for environmentally friendly products for students of the Master of Management, Faculty of Economics and Business, Hasanuddin University. This means that consumer purchasing decisions can not be separated from the lifestyle of those who want to buy products that are useful and have good quality. This is in line with the results of research presented by Suswita Roza (2014) showing that there is a positive and significant influence of lifestyle consisting of activities, interests and opinions on consumer decisions to choose ecoproduct both simultaneously and partially.

### 2. The Effect of Motivation on the Decision to Purchase Eco-friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that motivation has a positive but not significant effect on purchasing decisions for environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. Motivation has insignificant effect due to lack of self-motivation to change their habit to reduce the use of plastic when they are or will be the impact of excessive use of plastic. The results of this study are also in line with research conducted by Sachmad Sholihul Aziz Amin (2018) with the title Analysis of the Effects of Islamic Services and Customer Motivation on Premium Purchasing Decisions in Bumiputera Syariah Branch Insurance Semarang, stating there is no significant effect between customer motivation variables on purchasing decisions premium at Asuransi Bumiputera Syariah Semarang Branch.

### 3. Influence of Perception on the Decision to Purchase Eco-Friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that the perception of a positive and significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. The current consumer perception of the seriousness of environmental problems is slowly forming in the minds of consumers. So consumers assume that they have a responsibility to the environment so that they unconsciously have an impact on the buying behavior of environmentally friendly products. The results of this study are also in line with research conducted by Widya Wardhani (2015). The results of this study in terms of consumer perception, from as many as six structural variables analyzed using the PLS method, consumer perception variables that influence consumer purchasing decisions among other things influence the image of development, products and amenities.

### 4. The influence of attitude on the decision to purchase environmentally friendly straw products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that the attitude has a positive but not significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. Attitude has no significant effect on purchasing decisions because consumers' attitudes in buying and

consuming things are not seen in terms of the benefits and long-term functions of an item. The attitude of consumers in buying an item tends to just use and buy to follow the trend, not seeing the impact if the attitude of excessive use of plastic they will have a major impact on the environment in the future. The results of this study are also in line with research conducted by Sumarso<sup>4</sup>, Yayat Giyatno (2012) and Cakramalinda, Jusni, and Munir (2019). The attitude variable has a positive and not significant effect on purchasing decisions for environmentally friendly products.

#### 5. Effect of Purchase Interest on Purchasing Decisions on Eco-Friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that the attitude of a positive and significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. In the buying process, the consumer's buying interest is closely related to his motives for using or buying certain products. The results of this study are supported from previous research conducted by Rahmawati (2018). The results of the study indicate that consumer buying interest influences purchasing decisions. High buying interest will make consumers make purchasing decisions.

#### 6. The Effect of Lifestyle on Interest in Buying Eco-Friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that lifestyle has a positive and significant effect on buying interest in environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. This shows that environmentally conscious consumer behavior is influenced by lifestyle. This is due to the emergence of a high level of community awareness the environment which has gradually become a healthy lifestyle for young people. The results of this study are supported from previous studies conducted by Nijmejer, Woesley and Astill (2004) which focus on how the relationship between healthy lifestyles simultaneously has a significant effect on organic food purchase intentions.

#### 7. Effect of Motivation on Interest in Buying Eco-friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that motivation has a positive and significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. Motivation is an effort that is based on influencing the level of behavior of a person so that he moved to act to do something so as to achieve certain results or goals (Ngalim, 2007). The results of this study are supported by previous research conducted by Supriyanti (2012) which shows that motivational variables positively influence consumer behavior in purchasing decisions.

#### 8. Effect of Perception on Interest in Buying Eco-friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

Based on the results of data analysis in this study shows that perceptions have a positive but not significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. The insignificance of consumers' perceptions of buying interest in this study, is because consumers

11  
prioritize experience as a reference in deciding on purchasing a product. The results of this study are also in line with research conducted by (Isye R. A. Lolowang, 2019) that the perception variable shows that consumers' perceptions have no significant effect on home purchase decisions.

#### 9. Effect of Attitudes on Interest in Buying Eco-friendly Straw Products at the Faculty of Economics and Business, Hasanuddin University

4  
Based on the results of data analysis in this study shows that the attitude of a positive and significant effect on the decision to purchase environmentally friendly products in the Master of Management Faculty of Economics and Business, Hasanuddin University. This means that most consumers assume that environmentally friendly straw products have participated in preserving the environment that exists around consumers. The results of this study are in line with research conducted by Ni Putu Heppy Nilasari and Ni Made Wulandari Kusumadewi (2016). The results of this study indicate that positively significantly mediates the influence of environmental awareness on the purchase intention of the green cosmetics brand of The Body Shop in Denpasar.

#### CONCLUSIONS AND RECOMMENDATIONS

4  
Based on the results of the research discussed in the explanation above about the influence of Lifestyle, Motivation, Perception, and Attitudes towards Purchasing Decisions that are Mediated Interest Buying environmentally friendly straws products in the Master of Management Faculty of Economics and Business, Hasanuddin University, it can be concluded that: There is an influence positive and significant between Lifestyle variables (X\_1) on Purchasing Decisions. There is a positive but not significant effect between the Motivation variable (X\_2) on the Purchasing Decision. There is a positive and significant influence between the Perception variable (X\_3) on the Purchasing Decision. There is a positive but not significant effect between the Attitude variable (X\_4) on the Purchasing Decision. There is a positive but significant influence between the variable Interest in Purchase (Z) on the Purchasing Decision. There is a positive and significant influence between the Lifestyle variable (X\_1) on Purchase Interest. There is a positive and significant influence between the Motivation variable (X\_2) on Buying Interest. There is a positive but not significant effect between the Perception variable (X\_3) on Buying Interest. There is a positive and significant influence between the Attitude variable (X\_4) on the Interest in Buying an environmentally friendly straw product on the Masters of Management in the Faculty of Economics and Business, Hasanuddin University. As for the suggestions that can be given by the authors from the results of the research and discussion described above, it is recommended that producers and marketers of environmentally friendly straw products can be better able to present environmentally friendly straws reflecting some of the consumers' personalities, not just focusing on raw materials environmentally friendly. It is recommended that producers and marketers of environmentally friendly straw products can present environmentally friendly straws that can be used anywhere. Then it is suggested that manufacturers and marketing of environmentally friendly straw products should make a price differentiation, by presenting some relative prices from lowest to highest so that all segments use it. We recommend producers and marketers of environmentally friendly straw products to disseminate the functions, benefits and advantages in terms of environmentally friendly products. It is recommended that producers and marketers of environmentally friendly straw products can at least carry out more incentive approaches in the community and campaign for environmentally friendly products. Then related to the Purchasing Decision, the producers and marketers of

environmentally friendly straw products should conduct a survey of consumers who have used or not used environmentally friendly straw products so that marketers or producers can see how consumers will respond to the presence of these products. In addition, producers and marketers should approach several consumers so they can assess whether consumers after using the product are satisfied or not. This is done because environmentally friendly straw products are new products for consumers that still need to be socialized.

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