

**THE INFLUENCE OF GREEN MARKETING AWARENESS,  
PERCEIVED INNOVATION, PERCEIVED QUALITY, PERCEIVED  
PRICE, AND PERCEIVED RISK TOWARD PERCEIVED VALUE AND  
PURCHASE INTENTION  
(THE STUDY OF CASSAVA BIOPLASTICS)**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana**

**Manajemen (S1) in International Business Management Program**

**Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMICS  
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**2020**

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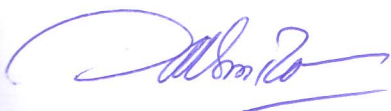
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**Yogyakarta, December 16, 2019**

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**Has been defended and accepted on January 9<sup>th</sup>, 2020 towards fulfillment of  
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## **AUTHENTICITY ACKNOWLEDGEMENT**

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**Is really, my own thinking and writing, I fully knowledge that my writings  
does not contain others' or part(s) of others' writing, except for those  
that have been cited and mentioned in the references.**

**Emeritha Angandari Sunanto Putri**



**Yogyakarta, December 16<sup>th</sup>, 2019**

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**Emeritha Angandari Sunanto Putri**

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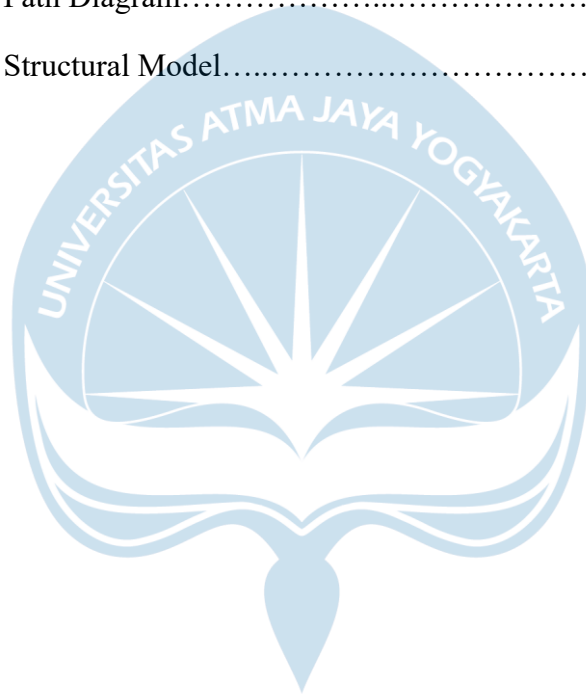


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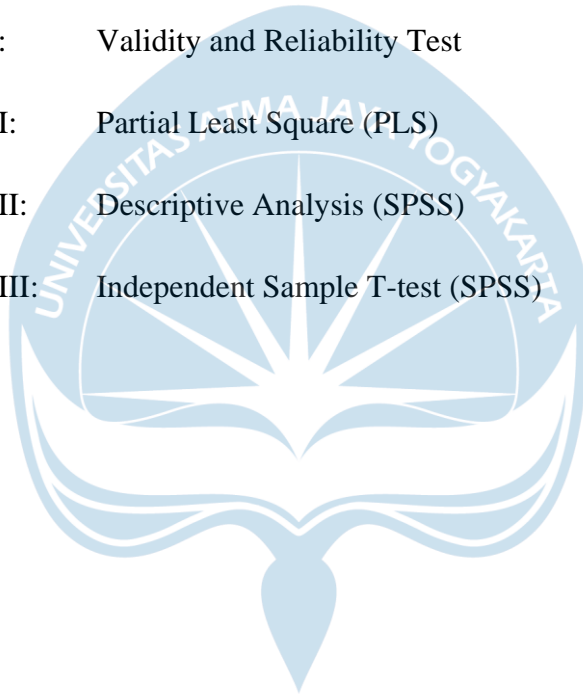
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**ABSTRACT**

The main purpose of this research is to analyze the relation between green marketing awareness with the consumer's purchase intention toward green products, Cassava bioplastics as the object of this research in Bali. Implementing the green lifestyle by purchase and use green products seen to be an action the people can do in order to contribute save the environment This research uses online questionnaire to collect the data, which is distributed to 164 respondents. This research is using SEM-PLS as the analysis tools for hypothesis testing and SPSS as the analyzing tool for independent sample t-test.

The results show that Green marketing awareness and perceived risk positively influence the consumer's perceived value and purchase intention on Cassava bioplastics. Perceived innovation has an influence on consumer's perceived value and has no influence on consumer's purchase intention. The perceived quality and perceived price have no influence on consumer's perceived value and purchase intention. The result of this research can help the organizations which focus to produce Cassava bioplastics especially in Bali for their managerial decision related to strategy support of a cassava bioplastics or other green products.

**Keyword:** Green Marketing Awareness, Perceived Innovation, Perceived Quality, Perceived Price, Perceived Risk, Perceived Value and Purchase Intention.