

**DEONTOLOGICAL AND TELEOLOGICAL EVALUATION INFLUENCE
ON THE CONSUMER INTENTION IN USING ALTERNATIVES OF
PLASTIC BAGS**

Thesis

**Presented as Partial Fulfilment 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

UNIVERSITAS ATMAJAYA YOGYAKARTA

2022

APPROVAL PAGE

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have been cited and mentioned in the references**

Wayan Cyril Jean Putra Ibach



Yogyakarta, September 19th, 2022

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Yogyakarta, 12 August 2022



Wayan Cyril Jean Putra Ibach

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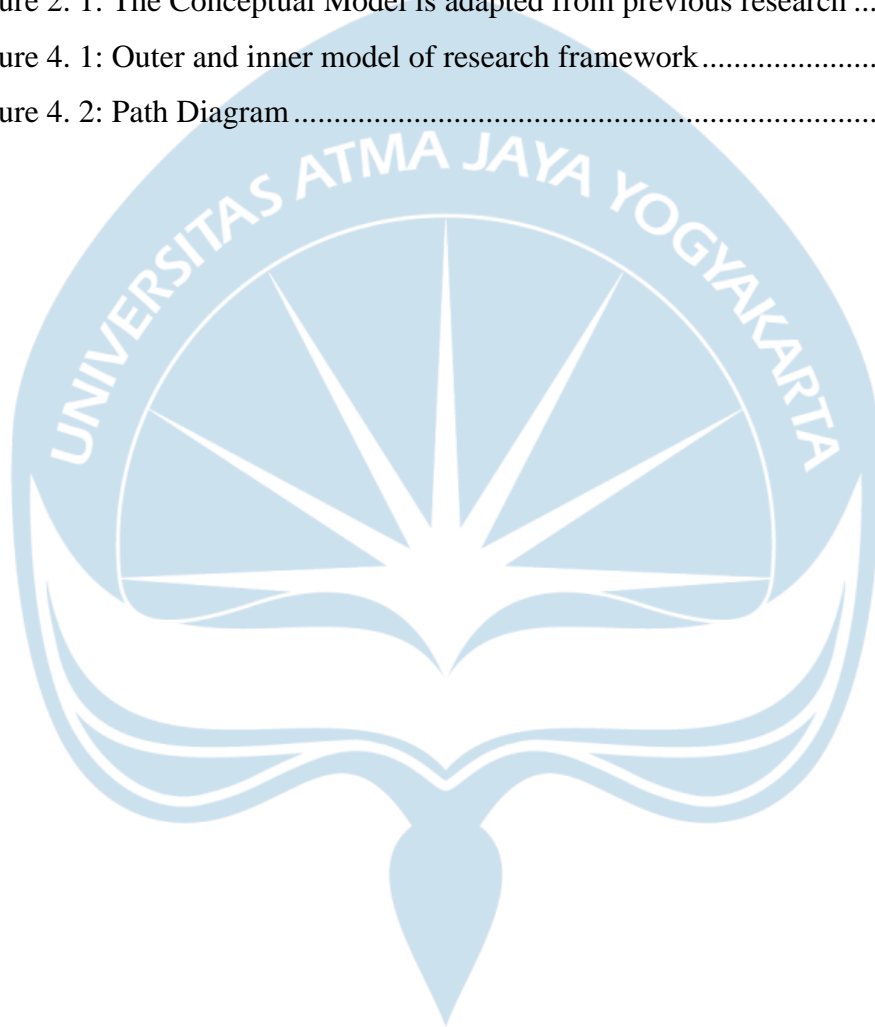
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ABSTRACT

The main purpose of this research is to understand about the consumer intention of using alternatives of plastic bags in Bali and what motivates them to use alternatives of plastic bags using an integrated research model which is marketing ethics which are: Deontological Evaluation and Teleological Evaluation, and theory of planned behaviour which consists of: Attitude, Subjective norms, and perceived behavioural control. This research uses online questionnaire to collect the data, which was distributed to 170 respondents, yet only 162 respondents were eligible to participate in this research. This research used SPSS and SEM-PLS to analyse the data.

The result of this study found that deontological evaluation and teleological evaluation have a positive influence on attitude, subjective norms, and perceived behavioural control. And the study also found that, attitude, subjective norms, and perceived behavioural control does have a significant positive influence towards using alternatives of plastic bags in Bali. The result of this study may give an insight for retailers to understand about consumer intention in Bali, that can be applied in other provinces in Indonesia.

Keyword: Bali, alternatives of plastic bag, deontological evaluation, teleological evaluation, theory of planned behaviour, consumer intention

