

**IMPACT PERCEIVED BRAND MOTIVATION AND  
ENVIRONMENTAL CONCERN ON ATTITUDE AND  
PURCHASE INTENTION**

**THESIS**

To meet some of the requirements to achieve a bachelor's degree S1  
In the Management Study Program  
Faculty of Business and Economics, Atma Jaya University, Yogyakarta



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**FACULTY OF BUSINESS AND ECONOMICSKA  
ATMA JAYA UNIVERSITY YOGYAKARTA  
YOGYAKARTA**

**2023**

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**18 September 2023**

## THESIS

### IMPACT PERCEIVED BRAND MOTIVATION AND ENVIRONMENTAL CONCERN ON ATTITUDE AND PURCHASE INTENTION

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as one of the requirements to achieve a Bachelor of Management (S1) International  
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## **STATEMENT**

I, Fernando Chandra, actually declare that I compiled the thesis with the following title:

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Yogyakarta, 8 October 2023

The Author



**Fernando Chandra**

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Praise the author to God because for his blessings and grace the author was able to complete this final project (thesis) well. This thesis can be completed through the efforts and assistance of several parties involved in it. For that, the author would like to thank you for all forms of assistance that have been given, namely to:

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4. Dear father and mother, your love and affection for me flows endlessly.
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Finally, hopefully this thesis can provide benefits for many people. My prayers to all of you, God's blessings overflow for you and the whole family.

Yogyakarta, 8 October 2023

Author

A handwritten signature in black ink, appearing to read 'Fernando Chandra', written in a cursive style.

**Fernando Chandra**

## **MOTTO**

**The thing that can't be bought in this world is time and  
opportunity**

**This thesis I dedicate to:  
Mom and Dad  
Brother and Sister  
Everyone is close to my heart**

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## **Abstract**

High consumer purchase intention is one of the elements of success in business. Many ways can be done to increase consumer purchase intent. One way is to improve consumer attitudes on advertising products or company brands through the role of Perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern. This study was conducted to examine how the influence of perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern on attitude toward the ads. In addition, this study was also conducted to examine the effect of attitude toward the ads on purchase intention. The sample of this study was 250 consumers who have seen The results provide information that: 1) Perceived intrinsic brand motivation, perceived extrinsic brand motivation, environmental concern have a positive and significant influence on attitude toward the ads. 2) Attitude toward the ads has a positive and significant influence on purchase intention.

brilliant brand T-shirt ads and have the desire to buy Brilliant brand T-shirts. The data analysis method uses multiple linear regression analysis and simple linear regression analysis.

The results provide information that: 1) Perceived intrinsic brand motivation, perceived extrinsic brand motivation, environmental concern have a positive and significant influence on attitude toward the ads. 2) Attitude toward the ads has a positive and significant influence on purchase intention.

**Keywords:** Perceived intrinsic brand motivation, perceived extrinsic brand motivation, environmental concern, attitude toward the ads, and purchase intention.