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Analysis of Public Perception in Reusing Reusable Bags When Shopping at Modern Retail Stores (Supermarkets)

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Abstract: *This study aims to determine the effect of Biospheric Value, Egoistic Value, Environmental Self-Identity on Attitude related to one's Reintention to use reusable bags when shopping at modern retail stores. Respondents in this study were consumers who had shopped at retail stores and used environmentally friendly bags in the Greater Jakarta area. In this study the sample used amounted to 160 respondents. With purposive sampling technique through quantitative descriptive approach. The analysis used is statistical analysis in the form of PLS. The results obtained from this study are Biospheric Value and Environmental Self-Identity have a positive and significant effect on Attitude, while Egoistic Value has a positive and insignificant effect on Attitude, then Biospheric Value and Egoistic Value have a positive and significant effect on Reintention to use, while Self-Identity Environmental Identity has a positive and insignificant effect on Reintention to use. Then the mediation effect gets results, namely Attitude is not able to fully mediate (partial mediating) between Biospheric Value and Reintention to use, Attitude is not able to fully mediate (partial mediating) between Environmental Self-Identity and Reintention to use, and Attitude is able to fully mediate (full mediating) between Egoistic Value and Reintention to use.*

Keywords: *Biospheric Value, Egoistic Value, Environmental Self-Identity, Attitude, Reintention to use, Reusable bag.*

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I. Introduction

The waste problem is a global problem that is still being sought for solutions to find a solution (Lararenjana, 2020). Based on data obtained from the Ministry of Environment and Forestry, the projected waste generation from year to year continues to increase. One of the reasons is that per capita plastic consumption continues to increase, resulting in a plastic pollution problem (Chaturvedi et al, 2020).

Based on SIPSN data in 2020, it was recorded that organic waste was dominated by food waste by 30% and non-organic waste was dominated by plastic waste by 18.5%. Then, coupled with the pandemic period, it causes a polarizing environmental impact (Cordova, 2021). It is suspected that one of the causes of the polarization is the leakage of medical waste in the river area (Cilincing & Marunda) by 30% during the pandemic (Wahyu, 2021).

With the problem of plastic waste like this, Indonesia has the title as the second largest producer of plastic waste in the world. In 2015, Indonesia produced 187.2 million tons of plastic waste/year (kompas.com, 2021). And in 2018, Indonesia produced 64 million tons of plastic waste/year (Liputan6.com, 2021). This coincided with the phenomenon of the discovery of the carcass of a sperm whale or Physeter Macrocephalus which contained 5.9 kilograms of plastic waste in its stomach (Mongabay, 2018).

Therefore, the Government has implemented a paid plastic bag policy in retail stores, which is based on the MLHK Circular (SE) Number S.71/Men LHK – II/2015 concerning Restrictions on Plastic Bag Provisions. And several regions have implemented regulations similar to the policies implemented by the Government (waste4change.com, 2021). But for business people take advantage of this as a positive opportunity for their business. Some business actors who apply environmental care in their productive activities can create a new phenomenon in the marketing world, namely an environmentally friendly marketing strategy (green marketing) (Agustin et al., 2015).

Green marketing is a marketing concept that refers to specific practices that do not have a negative impact on the environment (Kumar, 2015). The concept of green marketing is not only applied to large companies, but can be applied to retail businesses. The green marketing concept applied to modern retail is expected to encourage consumers to minimize the use of plastic bags and start using reusable bags (Saber et al, 2019).

But it can't be denied, inviting consumers to use reusable bags is not an easy thing. Because consumers themselves have reasons that make them not interested in reusing reusable bags when shopping, such as the high price of reusable bags compared to single-use plastic bags, even though reusable bags are safer than plastic bags

(Ekasari, 2017). Using reusable bags only because they follow the rules and trends (Shin, 2019). In addition, the understanding of the biosphere values embedded in consumers is still very lacking, such as disposing of waste in its place, preserving nature, and also reducing the use of plastic products.

Therefore, after getting some of the problems that occurred through the literature related to the interest in reusing reusable bags when shopping, we found several variables that influence it, such as Biospheric Value, Egoistic Value, Environmental Self-Identity, Attitude which will lead to intentions to reuse reusable bags. when shopping.

II. Literature Review

Theory Acceptance Model (TAM)

The Theory of Planned Behavior (TPB) is a widely applied theoretical and methodological framework for understanding and predicting human behavior (Ajzen, 1985, 1991, 2012). This theory agrees with the theory put forward by LaMorte (2019) which says that the Theory of Planned Behavior (TPB) is a theory that explains all behaviors in which a person has the ability to control himself. This theory has always been a reference for research that aims to test an attitude and behavior of the community or a person (Ramdhani, 2011).

Reintention to use

According to Ladkoom (2020) Reintention to use can be defined as the intention to use the product or service continuously, after the consumer has used the product or service once.

Attitude

According to Ajzen (2001) Attitude is also seen as a process of evaluating a person briefly that can affect a person's behavior. But some people are still wrong in distinguishing Attitudes and Values. Therefore, it can be said that Attitude is a person's disposition or belief in acting or not to an existing situation, and Attitude is not a person's standardization (Rokeach, 1973).

Values

According to Hari (2015) Values are considered as the organization of principles and rules that are learned to assist and choose alternatives in decision making. Values are also considered as determinants of one's behavior, but these determinants influence indirectly through the mediating effect of Attitude (Rokeach, 1973). So it can be said that value is a value that is reflected in a person's attitude in every action, and value is a standardization that has been made by someone (Rokeach, 1973).

Biospheric Value

According to Taso et al (2020) Biosphere values are individual values related to concern for the environment and the ecosphere which are manifested through attitudes, behavior, and decision making.

Egoistic Value

According to Imaningsih et al (2019) Egoistic values are conceptualized as individual values that prioritize personal interests and comfort, and concentrate on self-welfare that can lead to a behavior.

Environmental Self-Identity

According to Yue et al (2020) Environmental self-identity is defined as a value that measures the extent to which individuals perceive themselves as environmentally friendly behavior.

Hypothesis

Based on research conducted by Taso et al (2020) positively and significantly the value of the Biosphere has an effect on people's attitudes. The results of this study are similar to the research conducted by Matzek et al (2021) which states that the community's Biospheric Value consistently and significantly influences people's attitudes. Therefore, based on previous research, the hypotheses that can be drawn are:
H1 : Biosphere value has a positive and significant effect on Attitude

In a study conducted by Prakash et al (2019) revealed that selfish values can affect attitudes positively and significantly. This result is in line with the research conducted by Prakash et al (2017) which said that egoistic values have a positive and significant effect on people's attitudes. Therefore, based on previous research, the hypotheses that can be drawn are:
H2: Selfish value has a positive and significant effect on Attitude.

In a study conducted by Confente et al (2020) said that Environmental Self-Identity will have a direct positive and significant effect on Attitude. This research is in line with the research of Suparno et al (2017) which says that the aspect of Environmental Self-Identity has a positive and significant effect on aspects of individual attitudes. Therefore, based on previous research, the hypotheses that can be drawn are:
H3: Environmental Self-Identity has a positive and significant effect on Attitude.

In Wijayanto's research (2019), Attitude has a positive and significant effect on Reintention to use in a product. The same thing was also expressed in a study conducted by Afira et al (2019) which revealed that attitude had a positive and significant effect on Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H4: Attitude has a positive and significant effect on Reintention to use.

In the study of Kianpour et al (2017) said that Biospheric Value has a positive and significant effect on a person's Reintention to use in reusing environmentally friendly products. This study is similar to the research conducted by Imaningsih et al (2020) which revealed that Biospheric Value has a positive and significant effect on Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H5: Biospheric Value has a positive and significant effect on Reintention to use.

In a study conducted by Imaningsih et al (2019) found that Egoistic Value has a positive and significant effect on Reintention to use. The results of this study are similar to the research conducted by Imaningsih et al (2020) which revealed that Egoistic Value has a positive and significant effect on Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H6: Egoistic Value has a positive and significant effect on Reintention to use.

In the research of Tung et al (2017), Environmental Self-Identity has a positive and significant effect on Reintention to use. The results of this study are similar to the research conducted by Carfora et al (2017) which said that Environmental Self-Identity had a positive and significant effect on Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H7: Environmental Self-Identity has a positive and significant effect on Reintention to use.

In Situmorang's research (2021), the mediating effect of Attitude has a positive and significant effect in mediating the relationship between Biospheric Value and Reintention to use. This is in line with the research conducted by Saputra et al (2020) Attitude was proven to partially mediate the relationship between Biospheric Value and Reintention to use a person in using environmentally friendly products. Therefore, based on previous research, the hypotheses that can be drawn are:
H8: Attitude mediates the relationship between Biosphere Value and Reintention to use.

In a study conducted by Marjolein et al (2021) which produced a mediating effect Attitude had a positive and significant effect on the relationship between Egoistic Value and Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H9: Attitude mediates the relationship between Egoistic Values and Reintention to use.

In a study conducted by Hasan (2020) said that the mediating effect of Attitude has a significant influence on the relationship between Environmental Self-Identity and Reintention to use. The results of this study are almost the same as those of Tung et al. (2017) which states that Attitude has been shown to partially mediate the relationship between Environmental Self-Identity and Reintention to use. Therefore, based on previous research, the hypotheses that can be drawn are:
H10: Attitude mediates the relationship between Environmental Self-Identity and Reintention to use.

III. Research Method

Research design is generally defined as a way of thinking and preparing to complete research and achieve research objectives. The author wants to know the relationship between Biosphere Value (X1), Selfishness Value (X2), and Environmental Self-Identity (X3) on Attitude (Y1) and their interaction with Retention of Use (Y2). The following variables and indicators used in this study:

Table 1. Independent Variables

Independent Variables	Indicator	Scale
Biospheric Value (Imaningsih *et al*, 2020)	1. Prevention 2. Respect the Earth 3. Unite with nature	Ordinal

	4. Protect the Earth	
	5. Conserve	
Egoistic Value (Imaningsih *et al*, 2020)	6. Influence	Ordinal
	7. Ambitious	
	8. Social Power	
	9. Riches	
	10. Authority	
Environmental Self-Identity (Dermody *et al*, 2017)	11. Assume	Ordinal
	12. Attention	
	13. Evaluation	
	14. Totality	
	15. Consideration	

Tabel 2. Mediating Variables

Mediating Variables	Indicator	Scale
Attitude (Sangadji dan Sopiah, 2013)	1. Positive Attitude	Ordinal
	2. Interest	
	3. Positive Impression	
	4. Beneficial	
	5. Choose	

Tabel 3. Dependent Variables

Dependent Variables	Indicator	Scale
Reintention to Use (Ferdinand, 2014)	1. Transactional Intention	Ordinal
	2. Preferential Intention	
	3. Referral Intention	
	4. Explorative Intention	

In this study, the measurement scale used is the Likert scale and the level that is made or used is only five points, and the results will provide a value based on the weight of the score obtained from the respondents' answers. The target population for scrutiny is a person or community who has made transactions in retail stores and uses environmentally friendly shopping bags when shopping at modern retail in the Jabodetabek area. The sampling method is purposive simple sampling (Notoatmodjo, 2010). In addition to sharpening the respondent's information, the researcher conducted purposive screening sampling. This purposive sampling screening aims to measure the extent to which respondents are aware of the importance of being environmentally friendly and also using reusable bags when shopping.

According to Hair et al (2010) a good number of samples has at least 5 times the number of indicator items contained in the questionnaire. So that in this study the minimum number of samples to be taken is 125 respondents. Data collection techniques using a questionnaire that contains questions that need to be answered by respondents. Then the questionnaire will be disseminated through internet media such as chat applications (whatsapp app), after which respondents will fill out online questionnaires.

For the data analysis method, the researcher uses the IBM SPSS Statistic 26 application to analyze the characteristics and uses the SmartPLS 3.3 application for data processing using the Partial Least Square (PLS) method. The test to be tested starts from the measurement of the model (outer model) which includes testing of Convergent Validity, Discriminant Validity, Average Variance Extracted, and Composite Reliability and Cronbach's Alpha, the structure of the model (inner model) which includes the results of R-square, F-square, VIF Inner Model, and hypothesis testing which includes a Q-square test.

IV. Results And Discussion

This study aims to determine the effect of biosphere values, egoistic values and environmental self-identity on attitudes and their implications for reintention to use. Based on the results of the questionnaire distribution, 160 questionnaires were obtained from respondents who had made transactions in retail stores and used reusable bags when shopping and domiciled in Jabodetabek area.

The Evaluation of Measurement Model Test (Outer Model)

Based on the results of the convergent validity test, there is one indicator (X2.EV4) with a loading factor value of less than 0.70 (<0.70).

Tabel 4. Convergent Validity Test Result

Variable	Indicator	Outer loading	Description
Biospheric Value	X1.BV1 – X1.B5	0.728 – 0.841	Valid
Egoistic Value	X2.EV1 – X2.B5	**0.623** – 0.859	**Invalid**

Environmental Self-Identity	X3.ESI1 – X3.ESI5	0.715 – 0.842	Valid
Attitude	Y1.ATT1 – Y1.ATT5	0.817 – 0.878	Valid
Reintention to use	Y2.RI1 – Y2.RI5	0.811 – 0.865	Valid

With indicators that have a loading factor value of less than 0.70 (<0.70), it is necessary to retest by eliminating the indicator. So the results of the modified convergent validity test are as follows:

Tabel 5. Modified Convergent Validity Test Result

Variable	Indicator	Outer loading	Description
Biospheric Value	X1.BV1 – X1.B5	0.728 – 0.841	Valid
Egoistic Value	X2.EV1 – X2.B5	0.764 – 0.859	Valid
Environmental Self-Identity	X3.ESI1 – X3.ESI5	0.715 – 0.842	Valid
Attitude	Y1.ATT1 – Y1.ATT5	0.817 – 0.878	Valid
Reintention to use	Y2.RI1 – Y2.RI5	0.811 – 0.865	Valid

After re-testing, it can be seen that the loading factor is worth more than 0.70 (> 0.70) for all indicators, which means that all indicators have met the convergent validity requirements.

Based on the results of the reliability test, the value of composite reliability and cronbach's alpha is greater than 0.70 (≥ 0.70). That is, the questionnaire used for this study is reliable, consistent and feasible for research.

Tabel 6. Composite Reliability dan Cronbach's Alpha Test Result

Variable	*Cronbach's Alpha*	*Composite Reliability*	Description
X1.BV	0.864	0.901	Reliable
X2.EV	0.837	0.890	Reliable
X3.ESI	0.845	0.887	Reliable
Y1.ATT	0.902	0.927	Reliable
Y2.RI	0.898	0.924	Reliable

Structural Model Estimation Test (Inner Model)

R-Square (R^2)

Based on the results of the R-square test, the R-Square values of the mediating and dependent variables were 0.572 and 0.635; meaning that 57.2% and 63.5% of the Attitude and Retention variables using can be explained by the variables of Biosphere Value, Selfish Value, and Environmental Self-Identity. While the remaining 42.8% and 35.5% are influenced by other variables not examined in this study.

Tabel 7. R-Square Test Result

Variable	R-*Square*	Description
Y1.ATT	0.572	Strength
Y2.RI	0.635	Strength

F-Square (F^2)

Based on the results of the F test, the largest F-square value is the influence of the Biosphere Value towards the Attitude, and the smallest influence is Environmental Self-Identity towards Reintention to use.

Tabel 8. F Square Test Results Influence of Independent Variables towards Attitude

Variabel	Y1.Attitude	Description
X1.BV	0.621	Strength
X2.EV	0.005	Low
X3.ESI	0.114	Low

Tabel 9. F Square Test Results Effect of Independent Variables towards Reintention to use

Variabel	Y1.Reintention to use	Description
X1.BV	0.094	Low
X2.EV	0.042	Low
X3.ESI	0.027	Low
Y1.ATT	0.228	Moderate

VIF

Based on the results of the VIF test, it can be seen that all indicators have a VIF value < 5; meaning that all indicators do not experience multicollinearity problems.

Tabel 10. VIF Test Result

	X1.BV	X2.EV	X3.ESI	Y1.ATT	Y2.RI
X1.BV				1.247	2.021
X2.EV				1.303	1.310
X3.ESI				1.484	1.652
Y1.ATT					2.337
Y2.RI					

Hypothesis Test Result

The following are the results of hypothesis testing using bootstrapping:

Tabel 11. Hypothesis Test Result

	Hipotesis	Original Sample	Standard Deviation	T-Statistics	P Values	Description	Result
H1	X1.BV → Y1.ATT	0.576	0.058	9.838	0.000	Positive & Significant	Accepted
H2	X2.EV → Y1.ATT	0.053	0.063	0.846	0.398	Positive & Insignificant	**Rejected**
H3	X3.ESI → Y1.ATT	0.269	0.071	3.776	0.000	Positive & Significant	Accepted
H4	Y1.ATT → Y2.RI	0.441	0.098	4.510	0.000	Positive & Significant	Accepted
H5	X1.BV → Y2.RI	0.263	0.087	3.039	0.002	Positive & Significant	Accepted
H6	X2.EV → Y2.RI	0.142	0.049	2.873	0.004	Positive & Significant	Accepted
H7	X3.ESI → Y2.RI	0.127	0.074	1.707	0.088	Positive & Insignificant	**Rejected**
H8	X1.BV → Y1.ATT → Y2.RI	0.254	0.063	4.017	0.000	Positive & Significant	Accepted
H9	X2.EV → Y1.ATT → Y2.RI	0.023	0.029	0.805	0.421	Positive & Insignificant	**Rejected**
H10	X3.ESI → Y1.ATT → Y2.RI	0.119	0.038	3.092	0.002	Positive & Significant	Accepted

Based on the results of the analysis using smartPLS 3.2, the effect of the Biosphere Value on Attitude is positive and significant, this is evidenced by the original sample value of 0.576 and the t-statistic value > 1.96 which is 9.838. The higher a person's Biosphere Value, the more likely they are to take any action to conserve nature, this can lead to a positive attitude towards reusable bags when shopping. The results of this analysis are reinforced by research conducted by Sari et al (2021) which says that Biospheric Value has a positive and significant effect on a person's attitude. This study also explains that if one's attitude is filled with biosphere values, then one will have a positive attitude towards an environmentally friendly product.

Based on the results of the analysis using smartPLS 3.2 the influence of Egoistic Values on Attitude is positive and insignificant, this is evidenced by the original sample value of 0.053 and the t-statistic value < 1.96 which is 0.846. The high and low Egoistic Value will not affect a person's attitude towards reusable bags when shopping. The results of this analysis are in line with the research of Tamar et al (2020) which says that the influence of Egoistic Value has a positive but not significant effect on Attitude.

Based on the results of the analysis using smartPLS 3.2 the influence of Environmental Self-Identity on Attitudes is positive and significant, this is evidenced by the original sample value of 0.269 and the t-statistic value > 1.96 which is 3.776. Someone who has a high Environmental Self-Identity will directly have a good attitude towards reusable bags when shopping. The results of this analysis are strengthened by the research of Confente et al (2020) which produces results that are in line with this study, which says that Environmental Self-Identity has a positive and significant effect on Attitude. This study also explains that someone who has an Environmental Self-Identity is someone who has biosphere values in him. Therefore, someone who has an Environmental Self-Identity in himself, then consumers will directly have a positive attitude towards an environmentally friendly product.

Based on the results of the analysis using smartPLS 3.2, the effect of Attitude on Reintention to use is positive and significant, this is evidenced by the original sample value of 0.441 and the t-statistic value > 1.96 which is 4.510. A person who has a positive attitude can lead to high retention of reusable bags while shopping. The results of this analysis are reinforced by the research of Verma (2019) which produces results that are in

line with this study, which says that attitude has a positive and significant effect on Reintention to use. This study also explains that if someone already has a positive assessment of a product, it will directly affect a person's intention to use reusable bags when shopping.

Based on the results of the analysis using smartPLS 3.2, the effect of Biospheric Value on Reintention to use is positive and significant, this is evidenced by the original sample value of 0.263 and the t-statistical value > 1.96 which is 3.039. Someone who has a high Biospheric Value Positive results can lead to high retention for the use of reusable bags when shopping. The results of this analysis are strengthened by the research of Imaningsih (2020) which produces results that are in line with this study, which says that Biospheric Value has a positive and significant effect on Reintention to use.

Based on the results of the analysis using smartPLS 3.2, the influence of Egoistic Value on Reintention to use is positive and significant, this is evidenced by the original sample value of 0.142 and the t-statistic value > 1.96 which is 2.873. If someone has an egoistic value in a positive direction towards environmental sustainability, it will lead to a high desire to use reusable bags when shopping. The results of this analysis are reinforced by the research of Rahman et al (2017) which produces results that are in line with this study, which says that Egoistic Value has a positive and significant effect on Reintention to use. The higher the positive consumer's egotistical value towards reusable bags, the more consumers' retention to use reusable bags will increase.

Based on the results of the analysis using smartPLS 3.2, the effect of Environmental Self-Identity on Reintention to use is positive and insignificant, this is evidenced by the original sample value of 0.127 and the t-statistic value < 1.96 which is 1.707. High and Low Environment One's self-identity will not affect one's intention to use reusable bags when shopping. The results of this analysis are reinforced by the research of Safitri et al (2020) which says that the influence of Environmental Self-Identity has a positive but not significant effect on Reintention to use.

Based on the results of the analysis using smartPLS 3.2, the mediating effect of Attitude on Biospheric Value on Reintention to use obtained positive and significant results, this is evidenced by the original sample value of 0.254 and the t-statistical value > 1.96 which is 4.017. If someone has an Attitude that is filled with positive Biospheric Value, then an environmentally friendly attitude will appear, such as disposing of garbage in its place, reducing the use of plastic products, maintaining cleanliness. Therefore, this will encourage a person's Reintention to use reusable bags. The results of the analysis obtained from this study are also strengthened by research conducted by Marshall et al (2019) which says that Attitude has a positive and significant role as a mediator between the relationship between Biospheric Value and Reintention to use.

Based on the results of the analysis using smartPLS 3.2, the mediating effect of Attitude on Egoistic Value on Reintention to use obtained positive and insignificant results, this is evidenced by the original sample value of 0.023 and the t-statistical value < 1.96 which is 0.805 High Egoistic Value will have positive attitude towards Reintention to use in reusable bags, but the attitude is not significant whether consumers want to use them again or use reusable bags just because of a condition and a sense of momentary ambition. The results of this analysis agree with Hasan's research (2020) which says that Attitude has a positive but not significant role as a mediator between the relationship between Egoistic Value and Reintention to use.

Based on the results of the analysis using smartPLS 3.2, the mediating effect of Attitude on Environmental Self-Identity on Reintention to use obtained positive and significant results, this is evidenced by the original sample value of 0.119 and the t-statistic value > 1.96 which is 3.092. It can be said that Attitude is able to control the decisions of consumers who have high Environmental Self-Identity, so that consumers have a positive attitude towards Reintention to use consumers in reusable bags. The results of this analysis are strengthened by the research of Leckie et al (2021) which says that Attitude has a positive and significant role as a mediator between the relationship between Environmental Self-Identity and Retention to use.

V. Conclusion And Suggestion

Conclusion

Based on the results of the analysis and testing that has been carried out, there are several conclusions, including:

1) Biospheric Value has a positive and significant effect towards Attitude. The higher the Biosphere Value owned by the consumer, the better the consumer's Attitude towards reusable bags.
2) Egoistic value has a positive but not significant effect towards Attitudes. The high and low Egoistic Values owned by consumers will not affect consumer Attitudes towards reusable bags.
3) Environmental Self-Identity has a positive and significant effect towards Attitudes. The higher the consumer's Environmental Self-Identity, the better the consumer's Attitude towards reusable bags.
4) Attitude has a positive and significant effect towards Reintention to use. The better the consumer's Attitude, the higher the consumer's Reintention to use on reusable bags.
5) Biospheric Value has a positive and significant effect towards Reintention to use. The higher the

consumer's Biospheric Value, the higher the consumer's Reintention to use on reusable bags.

6) Egoistic Value has a positive and significant effect towards Reintention to use. The higher the Egoistic Value owned by consumers, the higher the Reintention to use consumers on reusable bags.
7) Environmental Self-Identity has a positive but not significant effect towards Reintention to use. The high and low Environmental Self-Identity owned by consumers will not affect consumers' Reintention to use on reusable bags.
8) Consumer Attitudes are not able to fully mediate (*partial mediating*) the relationship between Biosphere Value and Reintention to use. If interpreted without or the presence of consumer Attitudes. Consumer's Biosphere Value can directly influence consumers' Reintention to use reusable bags when shopping.
9) Consumer Attitudes are able to fully mediate (*full mediating*) the relationship between Egoistic Values and Reintention to use. If interpreted without or the presence of consumer Attitudes. Egoistic Value of consumers cannot directly influence consumers' Reintention to use reusable bags when shopping.
10) Consumer Attitudes are not able to fully mediate (*partial mediating*) the relationship between Environmental Self-Identity and Reintention to use. If interpreted without or the presence of consumer Attitudes. Consumer's Environmental Self-Identity can directly influence consumers' intention to reuse reusable bags when shopping.

Suggestion

Based on the results of the research and the conclusions above, the researcher aims to provide some suggestions to those who will use the results of this research in the future. This suggestion is divided into two, namely Theoretical and Practical, including the following:

1) Theoretical

The researcher proposes suggestions to further researchers, who are interested in the discussion of Reintention to use and Attitude with the theme "green behavior". When viewed from the research results, the R-Square value obtained is 57.2% for the mediating variable and 63.5% for the dependent variable. So there are still a few percent that affect Attitude and Reintention to use. This can be interpreted that for further researchers, there is a need for re-examination of this research model, involving other variables not examined in this study, such as Subjective Norm, Perceived Knowledge, Personal Norm. In addition, researchers also suggest that future research can conduct more extensive research, not only in the Jabodetabek area, this aims to determine the characteristics of consumers needed for each city in the use of reusable bags when shopping.

2) Practical

a. Biospheric Value

The government is expected to be firm in implementing sanctions against any violations committed by producers in the use of plastic products. Because 55% of manufacturers or distributors are responsible for reducing the use of plastic products.

b. Egoistic Value

Give rewards or redeem to consumers who often bring their own shopping bags. This is one way to trigger consumers to use reusable bags every time they want to shop.

c. Environemnetal Self-Identity

The application of the rules prohibiting the use of plastic bags is uneven in some areas, so it is hoped that the Government can issue a Government Regulation concerning the prohibition of the use of single-use plastic bags. As well as being able to cooperate with companies that make reusable bags that have environmentally friendly materials, so that the government can provide eco-friendly shopping bags at every retail store (especially in the regions) at a more affordable price. That way, retail stores are expected to be more aware of supporting plastic reduction, and provide education to consumers about the dangers of using plastic for the earth so that consumers can understand and understand the purpose of using reusable bags when shopping.

d. Attitude

Modern retail stores are expected to always provide reusable bags with benefits such as large and sturdy sizes, so that consumers don't have to bother carrying too many reusable bags, so they are more practical and simple and don't have to worry about it. reusable bags will break or break when carrying groceries. And it is hoped that the provision of reusable bags can be provided by every retail store wherever the city and area is located.

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