

Intensi Daur Ulang Limbah Gawai Elektronik pada Generasi Z di Jabodetabek dengan Pendekatan Behavioral Reasoning Theory = The Intention of Recycling Electronic Device Waste at Generation Z in JABODETABEK with Behavioral Reasoning Theory Approach

Raynaldi Abimanyu, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920559060&lokasi=lokal>

Abstrak

Penelitian ini meneliti tentang intensi daur ulang limbah elektronik dari Generasi Z (17-24 tahun) di JABODETABEK yang memiliki tingkat adopsi produk elektronik yang tinggi. Penelitian ini merupakan penelitian kuantitatif yang berdesain deskriptif dan single-cross sectional. Penelitian ini menggunakan pendekatan teori penerimaan inovasi, yaitu Behavioral Reasoning Theory (BRT) dengan variabel value, reasons for, reasons against, attitude dan intention. Partial Least Square – Structural Equation Modeling (PLS-SEM) digunakan untuk pengolahan data dikarenakan distribusi data yang tidak normal. Hasil Penelitian ini menemukan bahwa value berpengaruh positif terhadap attitude dan reasons for, yang mana keduanya memiliki pengaruh positif pada intention. Variabel reasons against menunjukkan tidak terpengaruh oleh value dan tidak mempengaruhi attitude maupun intention.

..... This study examines the e-waste recycling intention of Generation Z (17-24 years old) in JABODETABEK which has a high level of adoption of electronic products. This is a quantitative research with descriptive and single-cross sectional design. This study uses an innovation acceptance theory approach, namely Behavioral Reasoning Theory (BRT) with variables of value, reasons for, reasons against, attitude and intention. Partial Least Square – Structural Equation Modeling (PLS-SEM) is used for data processing due to abnormal data distribution. The results of this study found that value has a positive effect on attitude and reasons for, both of which have a positive effect on intention. The reasons against variable shows that it is not affected by value and does not affect attitude or intention.