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Title : The Impact of Attitude, Subjective Norm, Perceived Behavioural Control, and Governmental Incentives Towards the Purchase Intention of Green Residential Building Among The Millennials in Indonesia

ABSTRACT

This research, involving 102 millennial respondents, explores the influence of attitude, subjective norm, and perceived behavioural control on the purchase intention of green residential buildings among millennials in Indonesia, with governmental incentives serving as a moderating factor. Utilizing Structural Equation Modelling (SEM) via SMART PLS 4, the study investigates whether governmental incentives strengthen the relationship between these variables. However, the findings suggest that despite its moderating role, governmental incentives do not significantly enhance the relationship between attitude, subjective norm, and perceived behavioural control towards purchase intention. This highlights the need for further examination of alternative mechanisms or additional factors that may better amplify the impact of governmental incentives on millennials' green building purchase intentions in Indonesia.

Keyword: Attitude, Subjective Norm, Perceived Behavioural Control, Governmental Incentives, Purchase Intention, Millennials, Green Residential Building