

ABSTARCT

This research was conducted based on data on the increase in the contribution of the Bandung City processing subsector to GRDP in 2023, where the processing industry has the smallest contribution to GRDP, even though Tupperware does not produce food and drinks, but Tupperware is designed to store, package and keep food or drinks fresh. , so the processing industry is the most suitable place to classify Tupperware Tumbler products. The decline in sales of Tupperware Tumblers shows that there is an influence of personality traits and perceived value towards green purchases on green purchase intention. This research aims to determine the influence of personality traits and perceived value towards green products on green purchase intention for Tupperware tumbler products (survey of tumbler product consumers in generation Z in Bandung City) simultaneously or partially. This research uses a tool in the form of a questionnaire with validity and reliability tests. The research method used was descriptive and verification method with a sample size of 100 respondents. Testing research instruments uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination and uses SPSS 26 tools. The research results show that there is a positive and significant influence between personality traits and perceived value towards green purchase on green purchase intention. The magnitude of the influence of personality traits and perceived value towards green purchase on green purchase intention is simultaneously 89.1% and the remaining 11.1% is influenced by other variables not studied. Partially, the influence of personality traits on green purchase intention is 17.2% and the influence of perceived value towards green purchase on green purchase intention is 71.8%, so it can be concluded that perceived value towards green purchase has the greatest influence on green purchase intention.

Keywords: Personality Traits, Perceived Value Towards Green Purchase and Green Purchase Intention.