

ABSTRACT

This research aims to examine the effects of Green University Initiatives (GUI) on undergraduates' reuse intention in Indonesia. In the introduction section, the author presents the paradox of confusing environmental behaviour among the learners given that their universities exhibit good sustainability policies.

The literature review provides a theoretical foundation by examining the Theory of Planned Behaviour (TPB) and its constructs, alongside the concepts of GUI, reuse intention, and environmental value. Previous studies are analysed to establish the relationship between these constructs.

The methodology chapter provides a review of the quantitative method employed, collected from undergraduate students of the three universities. Operational variables are validated in terms of internal consistency and reliability. This research uses Structural Equation Modelling (SEM) to avoid common method variance and attain statistical credibility.

The fourth chapter discusses results from 418 respondents from the 3 universities. It shows that most of the variables strongly affects undergraduate's reuse intention, while 2 variables shows that it is not significant. The final model emphasizes the importance of internal values and university-led initiatives in shaping sustainable behavior among students.

This research revealed that Green University Initiatives has both a significant and positive effect on the intention to reuse amongst students mainly because of Attitude Towards Reuse and Moral Norms. Perceived Behavioral Control and Subjective Norms did not demonstrate significance. It is advised that a targeted theoretical framework and action programs of the campus should be undertaken to enhance reuse behavior and environmental values.

Keywords: Green University Initiative, Reuse Intention, Environmental Value, Attitude Towards Reuse, Subjective Norm, Perceived Behaviour Control, Moral Nor