Syntax Admiration: p-ISSN 2722-7782 | e-ISSN 2722-5356 Vol. 5, No. 8, August 2024

Factors Influencing Consumer Decisions in Consuming Environmentally Friendly Plastic Packaging in the Jabodetabek Region

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Abstract

Plastic waste has become a significant environmental and health concern worldwide, including in Indonesia. To address this issue, the adoption of environmentally friendly packaging materials, such as biodegradable plastics, is considered a viable solution. This study aims to understand the potential switch in consumer behavior towards the use of environmentally friendly plastic packaging in Indonesia with two models of conceptual framework. Model 1 explores the relationship between Green Attitude, Perceived Environmental Responsibility, Subjective Norm, Green Product Experience, Environmental Friendliness of Companies, Perceived Behavior Control and Green Purchase Intention. Model 2 investigates the relationship between GPI and Green Purchase Decision. Primary data was obtained by conducting a convenience survey with a sample size of 285 respondents using convenience sampling methods. This research is measured through scale variables, and is being analysed with Cronbach Alpha, factor analysis, and other tools to identify the most influential factors to the least one which will be input into the regression model. The findings are that there are four factors that impacting consumers' Green Purchase Intention in Jakarta, which are Green Attitude, Perceived Environmental Responsibility, Environmental Friendliness of Companies and Perceived Behavior Control.

Keywords: Friendly Plastic Packaging, Theory of Planned Behavior, Green Purchase Decision, Jabodetabek.

Introduction

Plastic waste is a growing issue everywhere. The existence of plastic waste in environment causes environmental damage and poses health threats to the human health (Li et al., 2021). In Indonesia, activities that contribute to increasing plastic waste are activities involving packaging, such as groceries shopping, buying takeaway meals, and ordering meal delivery (Amirrudin, Nasution, & Supahar, 2021). Overall, Indonesia contributes to around 4% of global plastic waste generation. Plastic waste issue in Indonesia is complicated with improper post-consumption plastic waste management, where around 61% of total generated plastic waste is uncollected.

Around 59% of this uncollected plastic waste is burned, contributing to air pollution, and the rest is left in open dumping, causing environmental pollution and leakage to water bodies (Neo et al., 2021). While the plastic waste is the main contribution at some point of surface water in Jakarta. It consist of 74% anthropogenic litter in river and 87% at holding facilities of litter in Jakarta.

Because post-consumption plastic waste management is still a challenge in Indonesia, replacing packaging with materials made from more environmentally friendly materials present as a more viable option to control plastic waste. Environmentally friendly plastic material such as biodegradable plastic can decompose naturally in nature much faster than traditional plastic. This potential solution is supported by the population's increasing knowledge on plastic waste and its impacts on environment (Guo, Ramadhan, & Hendijani, 2023). It now becomes important to understand the potential switch in consumer behaviour regarding the use of environmentally friendly plastic packaging (Kasenda, Kalangi, & Mukuan, 2021).

Green Attitude, Environmental Responsibility, and Environmental Friendliness influence Green Purchase Decision among millennials in Indonesia. On the other hand, Subjective Norm does not significantly influence consumer decisions to buy environmentally friendly products (Guo et al., 2023). However, current research has not explored the influence of Perceived Behavior Control on Green Purchase Intention and Green Purchase Decision. The purpose of this research, then, is to determine whether Green Attitude, Perceived Environmental Responsibility, Subjective Norm, Green Product Experience, Environmental Friendliness of Companies, Perceived Behavior Control have impact on Green Purchase Intention and indirectly on Green Purchase Decision (Ali, Frynas, & Mahmood, 2017).

This research is based on Theory of Planned Behavior to predict consumers' behavior. This study is limited to consumers living in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) area (Setiawan & Dewianawati, 2021). Understanding consumers' behavior should help companies better understand their consumers to deliver a more effective campaign on environmentally friendly plastic packaging (Zhao, Yao, Liu, & Yang, 2021).

The impact of consumer decisions in consuming environmentally friendly plastic products in Indonesia is a hot topic in the context of efforts to reduce the negative impact of plastic on the environment (Moriuchi, 2019). Environmental awareness is a crucial factor in consumer decision-making regarding environmentally friendly plastic products in Indonesia (Khayru & Issalillah, 2021).

Consumers with a high level of awareness of the negative impact of plastic on the environment are more likely to choose environmentally friendly plastic products (Panwar, 2018). Furthermore, knowledge about alternative environmentally friendly plastic products also plays a significant role in consumer decisions in Indonesia (Truong, 2013). Consumers with good knowledge of alternative environmentally friendly plastics, such as recyclable or biodegradable materials, are more likely to choose these products (Lewers, Newell, Park, & Luo, 2020);(Dietricha & Wernli, 2019).

Based on previous research, Green Attitude has been proven to have a positive influence on environmental purchase intention. Individuals who are environmentally conscious tend to have a stronger intention to purchase environmentally friendly products. A positive attitude toward environmental issues reflects an individual's awareness of sustainability and concern for the environment (Busser & Shulga, 2019).

Perception of environmental responsibility also has a significant influence on environmental purchase intention. Individuals who feel responsible for the environment tend to have a higher intention to purchase environmentally friendly products. Awareness of environmental responsibility can motivate individuals to take more sustainable actions, including the decision to purchase environmentally friendly products (Zhuang, Luo, & Riaz, 2021).

Additionally, Green Product Experience also influences Green Purchase Intention. Positive experiences with green products can increase an individual's intention to purchase green products. Satisfactory direct experiences with green products can shape an individual's perception of the benefits and quality of green products, thereby encouraging the intention to make sustainable purchases (Indriani, Rahayu, & Hadiwidjojo, 2019).

Subjective Norms, which encompass the perceived social pressure for individuals to behave in line with environmental norms, also influence Green Purchase Intention. Social pressure from reference groups can affect an individual's intention to make green purchases. If individuals perceive strong social norms encouraging sustainable behaviour, they are more likely to have a greater intention to purchase environmentally friendly products (Thøgersen, 2019).

The individual's perception of the Environmental Friendliness of Companies also influences Green Purchase Intention. The individual's perception of a company's commitment to environmentally friendly practices can affect the intention to purchase green products. If individuals believe that a company is committed to sustainability, they are more likely to have a higher tendency to purchase products from that company (Kim, Kim, & Lee, 2020).

Theory of Planned Behaviour (TPB), a prominent theory developed by Icek Ajzen (Ajzen, 1991) to understand human behaviour, posits that a person's intention to perform a specific behaviour is the strongest predictor of whether they will perform that behaviour. Three key factors influence this intention are attitude which eflects a person's evaluation of the behaviour itself. In this context, attitude translates to how positively or negatively someone views using environmentally friendly plastic products.

Environmental awareness and knowledge of alternative options likely contribute to a more positive attitude towards these products. Subjective Norm that refers to the perceived social pressure to engage in a particular behaviour. In this case, subjective norms capture how much someone feels obligated to choose environmentally friendly options due to social expectations from family, friends, or society in general. Green product experience and subjective norms can be interconnected.

Positive experiences with eco-friendly products can influence social circles, creating a norm of sustainable purchasing, and Perceived Behavioural Control (PBC) that reflects a person's belief in their ability to perform the desired behaviour. For environmentally friendly plastic products, this could involve factors like accessibility, affordability, and convenience compared to traditional plastic. An individual's perception of control over green purchasing behaviour can influence Green Purchase Intention (GPI). If individuals feel that they have high control over their purchasing decisions, they are more likely to have a greater intention to purchase environmentally friendly products (Tarkiainen & Sundqvist, 2005).

Green Purchase Intention (GPI) refers to a consumer's willingness and intention to purchase environmentally friendly products once they aware of its green characteristic (Phan, Huang and Do, 2023). It reflects a person's motivation to choose products that have a lower environmental impact compared to traditional alternatives.

The Theory of Green Purchase Intention (GPI) builds upon the Theory of Planned Behaviour (TPB) to specifically explain consumers' intentions to purchase environmentally friendly products. These studies provide empirical evidence supporting the elaboration of the Theory of Green Purchase Intention and its components, emphasizing the role of attitudes, subjective norms, perceived behavioural control, environmental knowledge, environmental concern, and corporate environmental responsibility in shaping consumers' intentions to purchase environmentally friendly products.

Green Purchase Decision (GPD) refers to the actual behaviour of a consumer purchasing environmentally friendly products. It's the culmination of the intention translated into action. A strong Green Purchase Intention (GPI) significantly increases the likelihood of a Green Purchase Decision (GPD). Consumers who intend to buy eco-friendly products are much more likely to follow through with that intention compared to those who do not have such an intention. However, GPI does not guarantee GPD. There are several reasons why the intention might not translate to action like unexpected factors like unforeseen circumstances like price changes, product availability, or sudden needs might lead consumers to choose a less eco-friendly option despite their good intentions.

People habit that often fall back on established purchasing habits, even if they have good intentions to be more sustainable and Lack of Convenience like if environmentally friendly alternatives are inconvenient to access or require more effort (e.g., going to a specialty store), consumers might choose a more convenient option despite their intentions. In conclusion, Green Purchase Intention (GPI) is a strong indicator of Green Purchase Decision (GPD), but it's not a certain predictor because other factors can influence the final purchasing behaviour.

Hypotesis

H1: Individuals with a stronger GA will have a higher GPI.

People who hold positive views and value environmentally friendly practices are more likely to be motivated to purchase products that align with those values. This

correlates to the first factor of theory of planned behaviour: attitude, as explained by Icek Ajzen (Ajzen, 1991).

H2: Individuals with a stronger PER will have a higher GPI.

Feeling a sense of responsibility for protecting the environment can lead individuals to make choices that benefit the environment, such as purchasing eco-friendly products. This will relate to subjective norm in Ajzen's theory of planned behaviour because a person's perceived responsibility is closely linked to societal pressures that are imposed upon an individual.

H3: Individuals who perceive stronger social pressure to be environmentally conscious (SN) will have a higher GPI.

Social pressure from family, friends, or society can influence a person's behavior. If someone feels obligated to choose sustainable options due to social expectations, they are more likely to have a stronger intention to purchase environmentally friendly products. As this factor is closely linked to societal pressure, this factor also falls under Ajzen's subjective norms in theory of planned behavior.

H4: Positive GPE will positively influence GPI.

Having positive experiences with eco-friendly products can create a positive association and increase a consumer's intention to purchase similar products in the future. As positive experiences with eco-friendly products can influence social circles, this factor also falls under subjective norms (Ajzen, 1991)

H5: Consumers who perceive ECF will have a higher GPI for that company's products.

Consumers are increasingly conscious of a company's environmental practices. If a company is perceived as environmentally responsible, consumers are more likely to choose their products over those of competitors. Consumers' knowledge of companies and their environmental practices fall under attitude in Ajzen's theory of planned behavior.

H6: Individuals with a higher PBC (belief in the ease of finding and affording environmentally friendly products) will have a higher GPI.

If consumers believe they can easily find and afford environmentally friendly products, they are more likely to be willing to purchase them. This factor will fall under Ajzen's perceived behavior control in theory of planned behavior.

H7: A strong GPI will positively influence GPD.

Strong GPI significantly increases the likelihood of a GPD. Consumers who intend to buy eco-friendly products are much more likely to follow through with that intention compared to those who don't have such an intention. This relationship is a predictor of GPD in practice.

Research Method

We executed an online survey starting from 5 November 2023. All participants, after being informed of the purpose of this study, gave their consent voluntarily to participate. Participants were recruited by using convenience sampling to gather participants' opinions on various aspects, including attitudes towards consuming

environmentally friendly plastic packaging, the influence of green attitude, perceived environmental responsibility, subjective norm, green product experience, environmental friendliness of companies, and purchase intention for products with environmentally friendly plastic packaging, socio-economic data, and complementary data such as seeks to assess the individual's attitude and experience in making environmentally conscious choices during their purchases and other more detailed information about the types of products that the individual actively chooses due to their environmentally friendly plastic packaging. Within the time we collected 292 responses and 285 valid responses from participants.

There are several questions on each of the variables. Responses were given on a five-point ordinal scale, from 1 (represents "not very agree") to 5 (represents "very agree"). This study includes seven variables: 1) Green Attitude (GA) 2) Perceived Environmental Responsibility (PER) 3) Subjective Norm (SN). 4) Green Product Experience (GPE). 5) Environmental Friendliness of Companies (EFC). 6) Perceived Behavior Control (PBC). 7) Green Purchase Intention (GPI). 8) Green Purchase Decision (GPD).

There are six independent variables: GA, PER, SN, GPE, EFC, PBC while GPI and GPD are the dependent variable. Socio-economic data include gender (female or male), age (<20 years old, 21-25 years old, 26-30 years old, 31-35 years old, 36-40 years old or >40 years old), income (<Rp6.000.000, Rp6.000.000-Rp10.000.000, Rp11.000.000-Rp15.000.000, Rp16.000.000-Rp20.000.000 or >Rp20.000.000). The complementary questions "Have you ever used products with environmentally friendly packaging?" (yes or no) aims to inquire whether the respondent has previously used and purchased products environmentally friendly plastic packaging.

To analyse the data, IBM SPSS Statistics 27 was used. Linear regression analysis was utilized to evaluate the hypothesis. Regression analysis was first performed with a stepwise selection of variables. The model that produces the R-squared value, which expresses attitudes toward purchasing behaviors of products in environmentally friendly plastic packaging, was one of the variables. Other variables included the influence of a GA, PER, SN, GPE, EFC, PBC and GPI for products in environmentally friendly plastic packaging. Next, complimentary questions and sociodemographic data were described using descriptive statistical analysis.

To determine the impact of the independent variables on the dependent variable of turnover intention, the researchers performed a linear regression analysis, excluding demographic variables such as gender, age, and income (Hair et al., 2019). They found that the regression coefficients were statistically significant, mostly at the $p<0.05$ level, indicating that the hypotheses were supported.

This research also conducted with validity and reliability tests. The results showed that each item statement had a factor loading greater than 0.5, demonstrating validity (Hair et al., 2019). Furthermore, the Cronbach's alpha values for the study variables were higher than 0.7, indicating a high level of reliability. These tests ensure the consistency

and stability of the measurement instrument, which in turn strengthens the validity and trustworthiness of the study's findings.

Resulth and Discussion

Analysis Results

An overview of the main socioeconomic traits of the sample population is given in Table 1.

Table 1. Socio-economic

Items	Classifications	Frequency	Percentage
Gender	Female	164	57.544%
	Male	121	42.456%
Age	< 20 years old	8	2.807%
	21 - 25 years old	79	27.719%
	26 - 30 years old	124	43.509%
	31 - 35 years old	33	11.579%
	36 - 40 years old	36	12.632%
	> 40 years old	5	1.754%
Income	< 6 million rupiah	94	32.982%
	6 - 10 million rupiah	97	34.035%
	11 - 15 million rupiah	53	18.596%
	16 - 20 million rupiah	22	7.719%
	> 20 million rupiah	19	6.667%

Source: Author

Gender

The survey included a total of 285 participants who have used products with environmentally friendly packaging with 164 (57.544%) identifying as female and 121 (42.456%) as male. The proportion of female participants is slightly higher than that of male participants, with women accounting for 57.544% and men 42.456% of the sample. This gender distribution aligns with the understanding that women often play a significant role in consumer decision-making.

Age

Majority of participants fell within the 26-35 years old age group, with 124 participants (43.509%) in this category. The next largest age group was 21-25 years old, with 79 participants (27.719%). The remaining age groups had smaller representations: < 20 years old (8 participants, 2.807%), 31-35 years old (33 participants, 11.579%), 36-40 years old (36 participants, 12.632%), and > 40 years old (5 participants, 1.754%). These age distributions indicate that the research specifically targeted the urban population, with a focus on individuals primarily in their mid-twenties to mid-thirties.

Income

Among the participants, 94 (32.982%) had an income below 6 million rupiah, while 97 (34.035%) fell within the income range of 6-10 million rupiah. The income group of 11-15 million rupiah accounted for 53 participants (18.596%), followed by 22 participants (7.719%) in the 16–20-million-rupiah range. The highest income category (> 20 million rupiah) had 19 participants (6.667%). These findings indicate that most participants had incomes in the lower to middle ranges.

Data reliability

Data reliability was evaluated using Cronbach's alpha. All variables have Cronbach's alpha values of more than 0.6. This indicates that the instrument that was used in this research has capability of producing reliable results.

Table 2. Cronbach's Alpha of Each Variable

No.	Type of Variable	Variable	Cronbach's Alpha	Conclusion
1	Independent	GA	0.777	Reliable
2	Independent	PER	0.678	Reliable
3	Independent	SN	0.837	Reliable
4	Independent	GPE	0.821	Reliable
5	Independent	EFC	0.671	Reliable
6	Independent	PBC	0.601	Reliable
7	Dependent	GPI	0.757	Reliable
8	Dependent	GPD	0.570	Close to Reliable

Source: Author (SPSS 27)

In the reliability test Cronbach's alpha was >0.6 (reliable). Cronbach's alpha used a statistical measure of the internal consistency of a scale or set of variables. According to the analysis, all variables except one had Cronbach's alpha values of more than 0.6, indicating acceptable reliability. The Cronbach's alpha values for each variable were evaluated to determine their reliability. Variables with Cronbach's alpha values above 0.6 are generally considered reliable.

Based on this criterion, variables GA, PER, SN, GPE, EFC, PBC, and GPI are all deemed reliable, as their Cronbach's alpha values range from 0.601 to 0.837. However, the dependent variable GPD had a Cronbach's alpha of 0.570, which falls slightly below the 0.6 threshold typically used to determine reliability (Tavakol & Dennick, 2011). This value may suggest a lack of internal consistency. However, for this research, this value is considered reliable enough (Amirrudin et al., 2020). Overall, the results demonstrate that the research instrument had good reliability, with most of the variables meeting the reliability criteria.

Factor correlation and data suitability test

Factor correlation was evaluated by factor loading, whereas data suitability and sample adequacy was tested using the Kaiser-Meyer-Olkin (KMO) measure (Taherdoost, Sahibuddin, & Jalaliyoon, 2014). All KMO values for all variables were above 0.6, meeting the standard for further investigation (Kaiser, 1974). However, factor loading for two questions, namely GPE1 and EFC3, were less than 0.5. This value suggests that these questions do not correlate well with the other questions within each variable. Consequently, it was decided to exclude these questions from the analysis.

Table 3. Loadings Level and Kaiser-Meyer-Olkin (KMO)

No	Variable	Question	Loading	KMO
1	GA	GA1	0.769	0.773
		GA2	0.760	
		GA3	0.764	
		GA4	0.807	
2	PER	PER1	0.622	0.742
		PER2	0.662	

No	Variable	Question	Loading	KMO
		PER3	0.739	
		PER4	0.704	
		PER5	0.587	
3	SN	SN1	0.845	0.780
		SN2	0.903	
		SN3	0.873	
		SN4	0.631	
4	GPE	GPE1	0.000	0.786
		GPE2	0.848	
		GPE3	0.839	
		GPE4	0.770	
		GPE5	0.796	
5	EFC	EFC1	0.798	0.654
		EFC2	0.798	
		EFC3	0.000	
		EFC4	0.733	
6	PBC	PBC1	0.727	0.641
		PBC2	0.764	
		PBC3	0.760	
7	GPI	GPI1	0.790	0.759
		GPI2	0.731	
		GPI3	0.741	
		GPI4	0.784	
8	GPD	GPD1	0.776	0.617
		GPD2	0.680	
		GPD3	0.741	

Source: Author (SPSS 27)

Regression Analysis

Table 4. Regression Analysis

Factors	Model 1	Model 2
R squared	0.734	0.571
Adjusted R squared	0.729	0.570
Durbin-Watson	1.595	1.684
Sig. (p)	<0.001	<0.001

Source: Author

The table above show statistical analysis for both Model 1 and Model 2. Adjusted R-Squared for both models are 0.729 and 0.570 respectively. This means that the models can predict respectively 73% and 57% of the relationship between the independent variables and the dependent variables in each model. The Durbin-Watson values of 1.595 and 1.684 indicate positive autocorrelation (Chen, 2016). By conducting ANOVA test, the significance values (p-values) for both models are reported as less than 0.001, indicating that the independent variables have a statistically significant relationship with the dependent variables in each model (Tabachnick & Fidell, 2019). This suggests that the overall regression models are statistically significant and can be used to make inferences about the relationships between the variables.

Hypotheses Testing

Table 5. Hypotheses Testing

Model	Independent Variable	Dependent Variable	Standard coefficient	Significance p value	Annotation
Model 1	GA	GPI	0.115	0.044	Accepted
	PER		0.368	<0.001	Accepted
	SN		0.097	0.070	Not accepted
	EFC		0.257	<0.001	Accepted
	GPE		0.075	0.268	Not accepted
	PBC		0.114	0.007	Accepted
Model 2	GPI	GPD	0.756	<0.001	Accepted

Source: Author

The hypotheses testing shows In Model 1, the independent variables GA, PER, EFC, and PBC were found to have statistically significant relationships with the dependent variable GPI, as evidenced by their p-values being less than the commonly used significance level of 0.05 (Kline, 2015). The standardized coefficients beta for these variables are positive, indicating that they have a positive impact on GPI. However, the independent variables SN and GPE did not have a statistically significant relationship with GPI, with p-values of 0.070 and 0.268, respectively, which are greater than the significance level (Fama & French, 2015).

This suggests that these two variables do not significantly influence the dependent variable GPI. In Model 2, the independent variable GPI was found to have a statistically significant positive relationship with the dependent variable GPD, with a p-value of less than 0.001 (Wooldridge, 2016). Overall, the hypotheses testing results indicate that most of the independent variables in the models have a significant impact on their respective dependent variables, apart from SN and GPE in Model 1.

Hypotheses Testing and Results

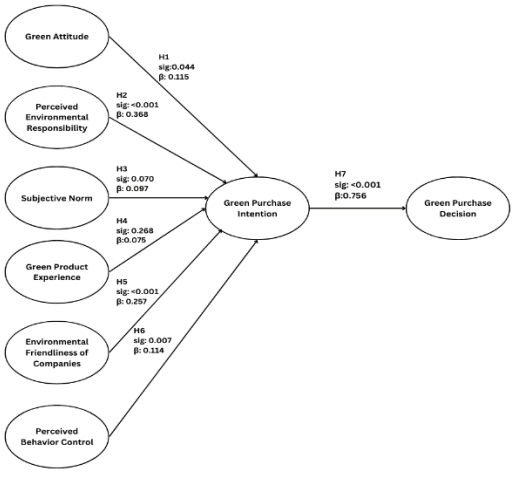

Figure 1. Research Result
Source: Author

H1: Individuals with a stronger GA will have a higher GPI.
H1 had a standardized coefficient of 0.115 and a significance p-value of 0.044, indicating a statistically significant positive relationship with GPI. Therefore, the hypothesis that

individuals with a stronger GA will have a higher GPI is accepted. In the context of the theory of planned behavior, a stronger environmental attitude (GA) can lead to a stronger intention to engage in green purchasing behavior (GPI) (Yadav & Pathak, 2017). The acceptance of H1 suggests that fostering positive environmental attitudes among individuals can contribute to the development of stronger green purchase intentions.

H2: Individuals with a stronger PER will have a higher GPI.

The independent variable PER had a standardized coefficient of 0.368 and a significance p-value of less than 0.001, indicating a statistically significant positive relationship with GPI. Thus, the hypothesis that individuals with a stronger PER will have a higher GPI is accepted. This positive relationship aligns with the theoretical framework of the theory of planned behavior, where perceived behavioral control (PER) is a key determinant of behavioral intention (GPI) (Hines et al., 1987).

H3: Individuals who perceive stronger social pressure to be environmentally conscious (SN) will have a higher GPI.

SN had a standardized coefficient of 0.097 and a significance p-value of 0.070, suggesting a positive relationship with GPI. However, the significance level is not below the conventional threshold of 0.05, indicating that the relationship is not statistically significant. Therefore, the hypothesis that individuals who perceive stronger social pressure to be environmentally conscious will have a higher GPI is not accepted. Similar with the research conducted by Guo (2023) the hypothesis that the SN factors of sustainably packaged products have a significant and positive impact on the GPI of consumers was rejected.

The reason could be sustainability may not be an enjoyable issue to discuss with classmates or family, as it typically involves serious discussions. Based on research conducted by Ling (2015) stated that the influence of friends does not have a significant influence on the intention to purchase environmentally friendly products. This finding shows that the influence of friends on the intention to purchase environmentally friendly products is less than optimal because intending to buy an environmentally friendly product will be easier for consumers, influenced by internal factors.

H4: Positive GPE will positively influence GPI.

GPE had a standardized coefficient of 0.075 and a significance p-value of 0.268, indicating a non-significant relationship with GPI. Consequently, the hypothesis that positive GPE influences GPI positively is not accepted. The phenomenon above might be due to lack of Environmental Knowledge factor to affect the GPI as explained by Zhuang W, et al (2021). When individual claims to have experience in using Green Product, they may not truly have sufficient knowledge to understand the implication of their action. Because of this, their experience may be unintentional and become less meaningful, resulting in a less positive green experience and weaker effect on GPI.

H5: Consumers who perceive ECF will have a higher GPI for that company's products.

The standardized coefficient for EFC is 0.257 and the significance level (p-value) is less than 0.001. These results indicate a statistically significant positive relationship

between EFC and GPI. Therefore, the hypothesis that individuals who perceive EFC will have a higher GPI is accepted.

H6: Individuals with a higher PBC (belief in the ease of finding and affording environmentally friendly products) will have a higher GPI.

PBC had a standardized coefficient of 0.114 and a significance p-value of 0.007, signifying a statistically significant positive relationship with GPI. Therefore, the hypothesis that individuals with higher PBC will have a higher GPI is accepted.

H7: A strong GPI will positively influence GPD.

There is a strong positive relationship between GPI and GPD. The standardized coefficient for GPI was 0.756, and the significance level (p-value) was less than 0.001, indicating a statistically robust link. These findings indicate that individuals with a stronger intention to purchase eco-friendly products (GPI) are more likely to exhibit actual green purchasing behavior (GPD) (Ajzen, 1991). The robust positive relationship between these variables provides empirical support for the hypothesis that a higher GPI leads to a higher GPD (Stern, 2000). In summary, the hypotheses testing results support the acceptance of H7, demonstrating that a strong green purchase intention is a strong predictor of actual green purchasing behavior among the study participants.

Conclusion

The research tried to find out the correlation between several independent variables and GPI, then consequently the correlation between GPI and GPD. Research was conducted using a survey and the results were tested using Cronbach's alpha. Variables GA, PER, SN, GPE, EFC, PBC, and GPI are all deemed reliable, with Cronbach's alpha values ranging from 0.601 to 0.837. Cronbach alpha value for variable GPD is 0.570, indicating lower internal consistency.

The results suggest that there is a significant correlation between independent variables GA, PER, EFC, and PBC with dependent variable GPI (p values consequently 0.044, <0.001, <0.001, and 0.007). Additionally, there is a significant correlation between independent variable GPI and dependent variable GPD (p value <0.001). This research found that SN and GPE do not significantly influence GPI, with p values at 0.070 and 0.268. SN may not contribute to GPI as sustainability is not a topic that is most discussed in Indonesia whereas GPE's effect may not be significant as consumers' green experience is not intentional enough.

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