



DOI: <https://doi.org/10.38035/dijemss.v6i3>
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Does Buying Intention Predict Buying Behavior? Research on Consumer Decision Making

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Abstract: Several variables are added and set in a series of theories of Purchase Behavior (TPB), carried out in this study. In general, the main variables in the TPB, namely Green Subjective Norms (GSN), Green Attitude (GA) and Green Perceived Control (GPBC) support the existence of Green Purchase Intention (GPI) and from this GPI in general will create Green Purchase Behavior (GPB), including those in previous studies. The addition of several variables that have a close relationship with GPB can change GPB from just theory to practice. The variables to be added are the moderation of Green Product Availability (GPA), the addition of variable Government Regulation (GR) and Price Sensitivity (PS). This article discusses research and surveys conducted with the application of TPB with the variables listed above on green products, namely environmentally friendly products, both in the form of food/beverages and simple household appliances that have a positive impact on environmental sustainability. With respondents as many as 222 people covering the classification of age groups and education and certain occupations, data processing was carried out with SEM-AMOS and gave the result that the results of testing seven hypotheses that test GSN, GA, GPBC and GPA ability to moderate the influence of GPI on GPB significantly affect GPB. This is consistent with previous research.

Keywords: Green Subjective Norms, Green Attitude, Green Perceived Control, Green Purchase Intention, Green Product Availability.

INTRODUCTION

The current global environmental conditions face serious challenges. Rapid population growth and excessive consumption patterns have led to the exploitation of Natural Resources and increased waste on land, sea and air. This is exacerbated by the use of other household appliances that functionally provide additional comfort of life, but on the other hand threaten the safety and health of life due to the impact caused. The problems that arise here lead to environmental problems such as deteriorating air quality that we breathe every day, the depletion of the Earth's ozone layer, food security threats, due to climate change and global

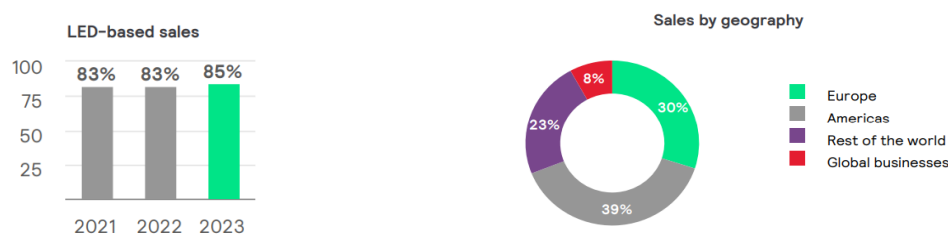
warming. As a result, various environmental problems such as pollution and global warming arise, which negatively affect people's health.

To solve this problem, concrete steps are needed to prevent more severe environmental damage. One approach that draws attention is influencing to change people's consumption patterns from conventional products to environmentally friendly products (green products). This study aims to identify the factors that influence the intentions and behavior of consumers in choosing green products (Green Purchase Behavior/GPB). It is expected that the results of this study can contribute to increasing public awareness of environmental sustainability through the purchase of green products.

In a previous study revealed that environmental awareness is formed from the presence of Environmental concern, have Environmental Knowledge and environmental Values, will form a Green Attitude (GA). Then Green Attitude (GA) together with Green Subjective Norms (GSN), and Green Perceived Behavioral control (GPBC), support the creation of Green Purchase Intention. Where then from Green Purchase Intention (GPI) this will greatly support the creation of Green Purchase Behavior (GPB).

In a previous study, it was also stated that the success of GPB is influenced by other variables, such as availability of green products and price sensitivity /transparency that affect the ability of consumers to buy these products.

Many efforts have been made through news, social media news and seminars that echo the importance of humans starting to pay attention to the preservation of the environment which includes various aspects of our lives. The government has taken the initiative by issuing several regulations that require public companies to report on their environmental support and also appeal to the community to help maintain the environment, even by providing motivation through tax reductions and other costs.



Source: Signify NV - Annual Report 2023. A publicly listed Dutch lighting company

Figure 1. LED sales ; Figure 2. Sales by country

Sales of some green products have been increasing both domestically and globally. Globally, as shown in Figure 1. above, the increase in users of LED light bulbs (Light Emitting Diode), based on available information sources, has increased from year to year. The percentage of users of LED light bulbs can be seen in Figure 1. Distribution of users in various countries, that LED light users in various countries, which is reflected in the Annual Report 2023 Signify NV company, lighting company in the Netherlands. In the 2022 BPS report, in the 2015-2020 period, there has not been a significant decrease in the consumption of ozone-depleting substances, including the use of Non-CFC refrigerators, in Indonesia according to chemical compounds and HS codes (in metric tons), which can damage the Earth's atmospheric layer.

Development of consumption of ozone-depleting substances in Indonesia according to chemical compounds and HS Code (metric Ton), 2015-2020

Last Updated: July 28, 2022

Tahun	Kode HS & Komoditi				Kode HS & Komoditi				Total Konsumsi HCFC	Total Konsumsi
	2903.71.00.00	2903.72.00.00	2903.73.00.00	2903.74.00.00	2903.73.00.00	2903.74.00.00	2903.75.00.00	2903.39.10.00		
	Chlorodifluoromethane (HCFC-22)	Diclorotrifluoroethanes (HCFC-123)	Diclorofluoroethanes (HCFC-141b)	Chlorodifluoroethanes (HCFC-142b)	Diclorofluoroethanes (HCFC-141b)	Chlorodifluoroethanes (HCFC-142b)	Dicloropentafluoropropanes (HCFC-225)	Methyl bromide		
2015	1892.90	101.90	420.00	0.00	420.00	0.00	4.55	224.00	2419.35	2643.2
2016	3267.52	123.63	560.00	10.04	560.00	10.04	3.13	128.00	3964.32	4092.3
2017	3171.00	110.00	570.00	6.41	570.00	6.41	1.00	96.00	3858.41	3954.4
2018	3114.31	99.92	560.00	8.20	560.00	8.20	2.00	89.50	3784.43	3873.5
2019	3070.00	130.00	460.00	8.20	460.00	8.20	2.00	96.00	3670.20	3766.2
2020	3010.00	110.00	240.00	8.20	240.00	8.20	2.00	424.00	3370.20	3794.2

Sumber: Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia

Source: Central Bureau of Statistics (BPS)

Figure 3. Development of consumption of ozone-depleting substances in Indonesia according to chemical compounds and HS Code (metric Ton), 2015-2020

Last Updated: July 28, 2022

In the 2022 BPS report, in the 2015-2020 period, there has not been a significant decrease in the consumption of ozone-depleting substances, including the use of Non-CFC refrigerators, in Indonesia according to chemical compounds and HS codes (in metric tons), which can damage the Earth's atmospheric layer. . Especially for the international commitment of the Government of Indonesia in achieving Indonesia's Social Development Goals (SDG's) from the period (Happy Amanda A.,Investor.id, 2023).

There have been many green products in the form of food, beverages and electronic goods that we can see at exhibitions. However, we have not yet seen how far people make it a habit and behavior to buy green products.

This article was created to examine Green purchasing behavior (Green Purchase Behavior) has been created in the community of Jakarta, where as the former capital of Indonesia which has various types and facilities of information that people can more easily access it. Thus it is with the availability of green products such as simple household appliances in the form of environmentally friendly food and beverage (Tumbler and Container non BPA), LED light bulbs (Light Emitting Diode), AC-Inverter, (Air Conditioner), and refrigerators Non CFC (Chloro Fluoro Carbon), which is considered to have a positive impact on energy efficiency and quality and environmentally friendly.

In conducting this research will be done by looking at and answering the following things:

Q1: does the green Subjective Norms (GSN) of the environment and family play an important role in influencing consumer intention (GPI) to buy green products.

Q2: does Green Attitude (GA) have a positive effect on consumers intention to buy green products (GPI).

Q3: does Green Perceived Behavioral Control (GPBC) have a positive influence on consumers intention to buy green products (GPI).

Q4: does Green purchasing Intention (GPI) contribute significantly to the formation of Green Purchase Behavior (GPB).

Q5: does Green Product Availability (GPA) reinforce the relationship between Consumer Green Purchase Intention (GPI) and Green Purchase Behavior (GPB).

Q6: is price Sensitivity/transparency (PS) and / or the ability to pay consumers (Willingness to Pay/WTP), a determining factor in the purchase of green products (Green Purchase Behavior-GPB).

Q7: whether government support through regulations and regulations issued (Government Regulation-GR), encourage increased consumer intention to buy green products (Green Purchase Behavior-GPB).

Research conducted relating to this green product may provide benefits: , (Fishbein, M., & Ajoka, M.(2010), (Brandt W. Pryor,2022), (Front. Environ Sci. 2020) dan (Journal of consumer Research (2019) Green Consumption):

1. *Functional Benefit*: help and support preserving the environment by reducing pollution, saving resources and encouraging sustainable development
2. *Economic Benefit*: getting cost savings on green products that are energy efficient, get good product quality for health and are friendly to the environment
3. *Social Benefit*: contributing and having social responsibility caring for the creation of a healthy environment, educating and facilitating community involvement and collaboration to carry out green initiations.

To answer the questions that arise above it will be made in several hypotheses, namely;
H1: Green Subjective Norms (GSN) affect consumers ' green Purchase Intention (GPI) to buy green products.

H2: Green Attitude (GA) positively influences consumers ' intention to buy green products (GPI).

H3: Green Perceived Behavioral Control (GPBC) positively influences consumers ' intention to buy green products (GPI).

H4: Green Purchase Intention (GPI) significantly encourages the formation of Green Purchase Behavior (GPB).

H5: green Product Availability (GPA) strengthens the relationship between consumers ' green Purchase Intention (GPI) and Green Purchase Behavior (GPB).

H6: Price Sensitivity (PS) and/or Willingness to Pay (WTP) positively influence Green purchasing Behavior (GPB).

H7: Government Regulation (GR), encouraging consumer intention to buy green products (green Purchase Behavior-GPB).

In every behavior is formed from the intention that is based on knowledge and understanding of something he knows. This study is based on The Theory of Planned Behavior (TPB), which is a theory that explains how attitudes, social norms and perceptions of behavior control affect intentions and behavior (Ajzen. I, 1995). In summary TPB includes components of attitude (Attitude), subjective norms (Subjective Norms), perceived behavioral Control (Perceived Behavioral Control), intention (Intention) and behavior (Behavior), which is more complex than the Theory of Reasoned Action (TRA), which is a theory that explains how attitude (Attitude) and subjective norms (Subjective Norms) affect intention (Intention).

In every behavior is formed from intentions based on knowledge and understanding of what he knows. This research is based on The Theory of Planned Behavior (TPB), which is a theory that explains how attitudes, social norms and perceptions of controlled behavior affect intentions and behaviors (Ajzen. I, 1995). In summary, the SDGs include the components of attitudes, Subjective Norms, Perceived Behavioral Control, Intention and Behavior, which are more complex than the Theory of Reasoned Action (TRA), which is a theory that explains how attitudes and subjective norms affect intentions

Definition

Green Subjective Norms (GSN)

It is an individual's perception of how much others they consider important (e.g. family, friends, co-workers) support or expect environmentally friendly behaviour from them. (Ajzen, I. (2005), (Sugiono,2017)

Green Attitude (GA)

A mental attitude that reflects an individual's awareness, concern, and commitment to protecting and preserving the environment through environmentally friendly behavior. (Ajzen, I. 2005), (Sugiono, 2017) and (Journal of Environmental Psychology (2019), Green Attitude and environmentally friendly behavior),

Green Perceived Control Behavior (GPCB)

Is the individual's perception of their ability to control and carry out environmentally friendly behavior, as well as the ease or difficulty in doing so (Fishbein, M., & Ajoka, M. 2010)

Green Purchase Intention (GPI)

Is the intention of consumers or the desire of consumers to buy environmentally friendly products (Fishbein, M., & Ajoka, M. 2010) and (Kotler & Keller, 2016).

Green Purchase Behavior (GPB)

Is the behavior of consumers who buy and use environmentally friendly and sustainable products (Fishbein, M., & Ajoka, M. 2010) and (Kotler & Keller, 2016)

METHOD

The study was conducted by qualitative approach. The basis of this study refers to previous research conducted by (George et al., 2023; Laheri et al., 2024; Soomro et al., 2020) with the main basis of the use of TPB (Theory of Planned Behavior) theory and TRA (Theory of Reasoned Action) theory.

Furthermore, this study was conducted by distributing questionnaires with cross-sectional studies. Cross sectional data was obtained by distributing the questionnaire once and within 2 weeks in November 2024, while the units of analysis were individuals with certain criteria and characteristics.

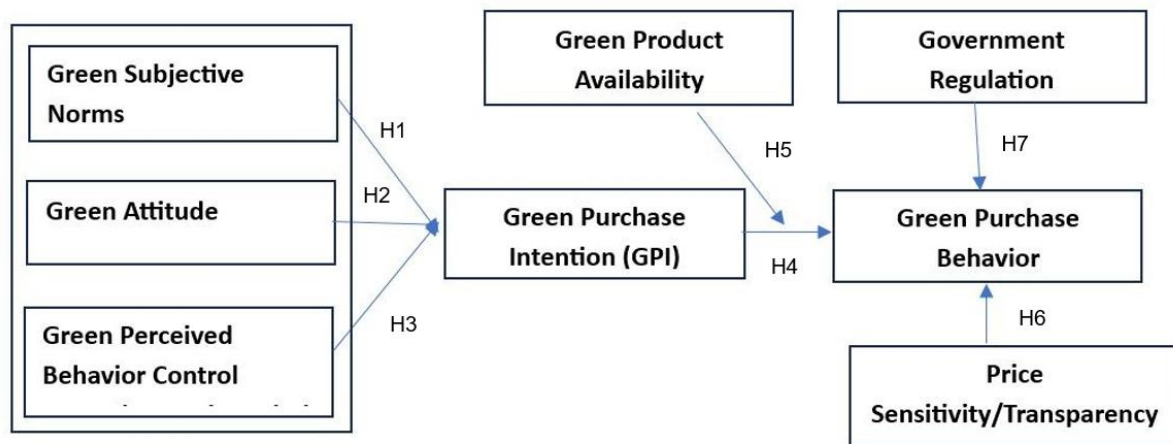
The acquisition of primary data that will be used in the analysis of this study is provided in the form of Google Form (G-Form) by distributing it through electronic media directly to respondents. Determination of the number of samples is done on the basis of 5-10 times the number of indicators of the 25 indicators to be studied in this study. Based on the theory, with the existing approach, it takes between 25 x5 to 25x10 or as many as between 125 to 250 respondents. Until the end of the data collection period, collected as many as 222 respondents. The amount is the result of the distribution of questionnaires directly through social media and electronic media, with non-probability sampling methods that are included in certain criteria and characteristics of the general public in Jakarta. All sample results are the results of respondents who have been in accordance with the guidelines adopted by researchers from (Bougie & Sekaran, 2020)

The composition and framework of the questionnaire used in the study were based on the framework of variables and influences based on previous research ((Laheri et al., 2024) and (Soomro et al., 2020) and (George et al, 2023). Broadly speaking, the study is divided into two large parts. The first section identifies information about the demographics of the respondents, i.e. male and female gender, age, occupation and education level as well as income/allowance possessed from each classification of respondents. The second part identifies 7 (seven) construction frameworks which in total have a total of 29 indicators using the Likert multi-item scale, five points as indicators, namely, stating: (1) strongly disagree (STS), (2) disagree (TS), (3) reasonably agree (CS), (4) agree (S) and (5) strongly agree (SS).

Hypothesis testing in this study using Structural Equation Model (SEM-AMOS). The independent variable consists of Green Subjective Norms (Laheri et al., 2024), Green Attitude (Laheri et al., 2024), Green Perceived Behavior Control (Laheri et al., 2024), Government Regulation, (Act No. 32 of 2009, PP No. 46 of 2017, Ikh candy No. 1 and No. 75, 2019) and

Price Sensitivity (Soomro et al., 2020) . While the intervening variables using Green Purchase Intention (Laheri et al., 2024), the moderating variable is Green Product Availability (George et al., 2023) and for the dependent variable is Green Purchase Behavior (Laheri et al., 2024). The method of determining the sample using non-probability sampling method with a total sample of 222 people.

For validity testing using factor loading and reliability testing using construct reliability. Provisions in the SEM model must meet the test goodness of fit model so that in this study some of the indicators used are baseline comparisons that include NFI (Normed Fit Index), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Incremental Fix Index (IFI).



Source: conceptual framework based on previous research (George et al., 2023); (Laheri et al., 2024); and (Soomro et al., 2020)

Figure 4. Research Framework

RESULTS AND DISCUSSION

Characteristics Of Respondents

The characteristics of respondents by gender are reflected in Table 1. From the survey conducted, it was found that respondents are generally dominated by male respondents as many as 121 people (54.5%) and the rest are women as many as 101 people (45.5%).

Table 1. Characteristics Of Respondents By Gender

Categories	Frequency (River)	Percentage (%)
Men	121	54.5
Female	101	45.5
Total	222	100.0

By looking at Table 2, the characteristics of respondents by age showed the results that in general respondents were dominated by respondents aged over 40 years as many as 86 people (38.7%) and followed by respondents aged 23 years to 28 years as many as 79 people (35.6%) and 29 years to 34 years as many as 35 people (15.8%)

Table 2. Characteristics Of Respondents By Age

Categories	Frequency (River)	Percentage (%)
17 years old s.d 22 years old	8	3.6

23 years old s.d 28 years old	79	35.6
29 years old s.d 34 years old	35	15.8
35 years old s.d 40 years	14	6.3
> 40 years old	86	38.7
Total	222	100.0

Survey results of respondents based on the level of education is reflected in Table 3. Which is generally dominated by S1-educated respondents as many as 167 people (75.2%) followed by S2-educated respondents as many as 38 people (17.1%).

Table 3. Characteristics Of Respondents By Education

Categories	Frequency (River)	Percentage (%)
High school / equivalent	12	5.4
S1	167	75.2
S2	38	17.1
Others	5	2.3
Total	222	100.0

As for Table 4, looking at the characteristics of respondents based on income which shows that in general the results are dominated by respondents earning more than Rp 9,000,000, - as many as 129 people (58.1%) and followed by respondents earning more than Rp 6,000,000 to Rp 9,000,000 as many as 44 respondents (19.8%) and Rp 3,000,000 to Rp 6,000,000 a total of 28 people (12.6%).

Table 4. Characteristics Of Respondents By Income

Categories	Frequency (River)	Percentage (%)
< IDR 3,000,000,-	21	9.5
Rp 3.000.000 s.d Rp 6,000,000	28	12.6
> Rp 6.000.000 s.d Rp 9,000,000	44	19.8
> IDR 9,000,000	129	58.1
Total	222	100.0

The characteristics of respondents based on the type of work in Table 5 are generally dominated by respondents who work as private employees as many as 128 people (57.7%) followed by those who work in other fields 50 people (22.5%) and civil servants 22 people (9.9%).

Table 5. Characteristics Of Respondents By Occupation

Categories	Frequency (River)	Percentage (%)
Students	12	5.4
PNS	22	9.9
Self-employed	10	4.5
Private employees	128	57.7

Other	50	22.5
Total	222	100.0

Based on Table 6 related understanding of environmental damage caused by garbage, carbon dioxide gas from vehicles and factories a total of 214 people (96.4%) who answered understood and only 3.6% who answered did not understand.

Table 6. Understanding Of Environmental Damage Caused By Garbage, Carbon Dioxide Gas From Vehicles And Factories

Categories	Frequency (River)	Percentage (%)
No	8	3.6
Yes	214	96.4
Total	222	100.0

Based on Table 7 related Understanding that all garbage can be decomposed naturally a total of 215 people (96.8%) who answered Understand and only 3.2% who answered do not understand.

Table 7. Understanding That All Waste Decomposes Naturally

Categories	Frequency (River)	Percentage (%)
No	7	3.2
Yes	215	96.8
Total	222	100.0

Based On Table 8. Related Understanding that air pollution can interfere with health a total of 221 people (99.5%) who answered Understand and only 0.5% who answered do not understand.

Table 8. Understanding That Air Pollution Can Affect Health

Categories	Frequency (River)	Percentage (%)
No	1	0.5
Yes	221	99.5
Total	222	100.0

Based On Table 9. Related Concern for the environment and health a total of 221 people (99.5%) who answered Understand and only 0.5% who answered do not understand

Table 9. Environmental And Health Concerns

Categories	Frequency (River)	Percentage (%)
No	1	.5
Yes	221	99.5
Total	222	100.0

Descriptive Statistics

Chart 10. indicates that the average answer respondents agreed to the indicator green purchase intention, green product availability, green attitude dan government regulation average on a scale of 4. While the respondents' answers to variable indicators green

subjective norms, green perceived behavior control, price sensitivity dan green purchase behavior it almost almost agrees with the average value on a scale of 3.6 to 3.9.

Table 10. Descriptive Statistics Of Research Variables

No	Variable	Average
1	<i>Green Purchase Intention (GPI)</i>	4.1205
2	<i>Green Product Availability (GPA)</i>	4.2147
3	<i>Green Subjective Norms (GSN)</i>	3.6426
4	<i>Green Attitude (GA)</i>	4.2147
5	<i>Government Regulation (GR)</i>	4.0405
6	<i>Green Perceived Behavior Control (GPBC)</i>	3.9535
7	<i>Price Sensitivity (PS)</i>	3.9700
8	<i>Green Purchase Behavior (GPB)</i>	3.7673

Validity Test

Referring to the results of the validity test table 11, in general, in the initial model all indicators used to measure variables are generally valid, although specifically for the GPBC3 indicator is not valid, but after treatment using the modification index, all Loading factor values are above the value of 0.4 according to the required value based on the sample size (Hair et al.,2014). With the processed results showing that all the variable indicators used in the questionnaires distributed for the purposes of this study, all valid, therefore can be used for the purpose of measuring the next test.

Table 11. Measurement Of Validity

Indicators	Early Models		Early Models	
	<i>Loading Factor</i>	Description	<i>Loading Factor</i>	Description
Variabel : Green Subjective Norms (GSN)				
If I have little information about green products, I ask my friends for more information, before making a purchase	0.847	<i>Valid</i>	0.838	<i>Valid</i>
I consulted with others in choosing the best alternatives from a variety of green products.	0.827	<i>Valid</i>	0.821	<i>Valid</i>
I discuss about hujai products with my family and friends before buying	0.802	<i>Valid</i>	0.789	<i>Valid</i>
Variabel : Green Attitude (GA)				
I have already bought environmentally friendly products	0.537	<i>Valid</i>	0.661	<i>Valid</i>
I was delighted with the idea of buying eco-friendly products	0.821	<i>Valid</i>	0.747	<i>Valid</i>
I think buying eco-friendly products is a good idea	0.830	<i>Valid</i>	0.665	<i>Valid</i>
Variabel : Green Purchase Intention (GPI)				
I want to buy green/eco-friendly products	0.892	<i>Valid</i>	0.821	<i>Valid</i>
I want to find environmentally friendly products	0.852	<i>Valid</i>	0.792	<i>Valid</i>
I want to buy green products instead of non-green products	0.728	<i>Valid</i>	0.749	<i>Valid</i>
I want to switch from non green products to green products	0.613	<i>Valid</i>	0.665	<i>Valid</i>

Variabel: Green Percieved Behavior Control (GPBC)				
I found fewer green product options available in the market, than non green products	0.765	Valid	0.895	Valid
I found fewer green products, in product categories/types, than non hinu products	0.875	Valid	0.750	Valid
I find it more challenging to find environmentally friendly products than non-green products	0.308	Valid	0.442	Valid
Variabel: Government Regulation (GR)				
I will consider the government's appeal to use green products	0.610	Valid	0.576	Valid
I will abide by the rules issued by the government in carrying out the action of reducing action until that does not decompose	0.876	Valid	0.930	Valid
I will choose green products that comply with government regulations	0.801	Valid	0.758	Valid
Variabel: Green Purchase Behavior (GPB)				
I have purchased a green product that has its" green " label/green certified.	0.728	Valid	0.711	Valid
Before buying, I compare one brand green product with other brand green products	0.516	Valid	0.689	Valid
I, recently bought a green product, a.l berupa lampu LED, Tumbler	0.550	Valid	0.848	Valid
Variabel: Price Sensitivity (PS)				
I will prioritize buying green products to be energy efficient	0.779	Valid	0.800	Valid
I will buy green products even if the price is above non-green products, as long as it is still within financial ability	0.765	Valid	0.739	Valid
I will certainly buy produkhiiau if the price is not much different from non-green products	0.552	Valid	0.497	Valid
Variabel : Green Product Availability (GPA)				
I understand that there are vegetables, rice, organic food and beverages sold in bazaars and super markets	0.771	Valid	-	--
I understand that wrappers and recyclable plastic containers are available	0.688	Valid	-	--
I understand that energy-efficient and / or environmentally friendly home appliance products are available	0.676	Valid	-	--

Reliability Test

Reliability test results in Table 12 shows that all research variables declared reliable because the valueCronbach's Alpha has a value of more than 0.6 both in the initial model and after di-treatment. This shows that the questionnaire made feasible to be used in this study.

Table 12. Reliability Measurements

Variable	Early Models			ModelsModifications		
	Indicators	Cronbach Alpha	Description	Indicators	Cronbach Alpha	Description

<i>Green Subjective Norms</i>	3	0.8652	Reliable	3	0,8568	Reliable
<i>Green Attitude</i>	3	0,7802	Reliable	3	0,7333	Reliable
<i>Green Purchase Intention</i>	4	0,8582	Reliable	4	0,8439	Reliable
<i>Green Perceived Behavior Control</i>	3	0,7094	Reliable	3	0,7514	Reliable
<i>Green Regulation</i>	3	0,8110	Reliable	3	0,8066	Reliable
<i>Green Purchase Behavior</i>	3	0,6286	Reliable	3	0,7239	Reliable
<i>Price Sencitivity</i>	3	0,7447	Reliable	3	0,7257	Reliable
<i>Green Product Availability</i>	3	0.815	Reliable	-	-	-

Source: primary data processed by researchers

Results Goodness of Fit Model

Table 13 shows that in the initial model shows the results unacceptable fit because based on the results baseline comparison and RMSEA all indicators used are not in accordance with the required criteria. But after making adjustments to the model by using modification index then there are criteria that meet the requirements and stated good fit, namely: CFI, IFI and RMSEA.

Table 13. Goodness of Fit Model

<i>Goodness of fit index</i>	<i>Cut Off Value</i>	<i>Output Early</i>	<i>Description</i>	<i>Output After Modification</i>	<i>Description</i>
NFI	$\geq 0,9$	0,617	<i>unacceptable Fit</i>	0,847	Marginal Fit
TLI	$\geq 0,9$	0,618	<i>unacceptable Fit</i>	0,880	Marginal Fit
CFI	$\geq 0,9$	0,662	<i>unacceptable Fit</i>	0,904	Good Fit
IFI	$\geq 0,9$	0,665	<i>unacceptable Fit</i>	0,906	Good Fit
RMSEA	0 to 0.08	0,140	<i>unacceptable Fit</i>	0,078	Good Fit

Source: primary Data processed using Structural Equation Model (SEM)

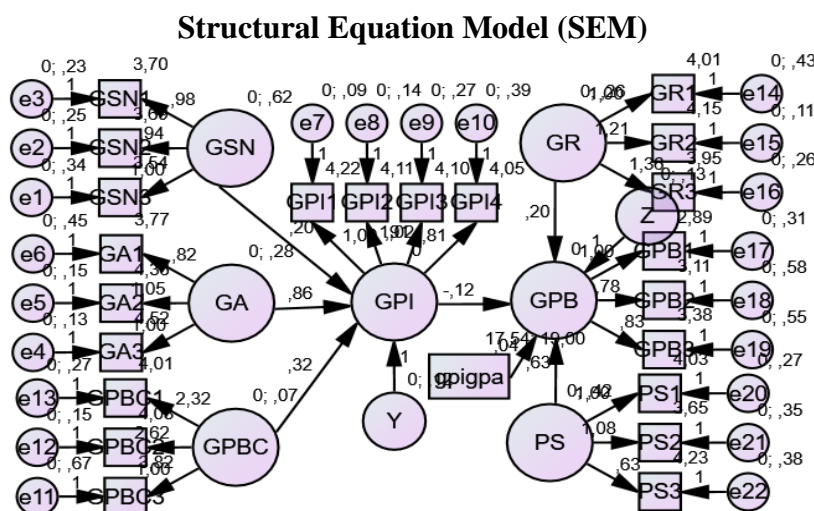


Figure 5. Test Results Structural Equation Model (SEM)

Based on Figure 5 can be explained that there is an influence between each variable is the influenceGreen Subjective Norms, Green Attitude, and Green Perceived Control Behavior against Green Purchase Intention which then with the moderation ofGreen Product Availability as well as additional variables Government Regulation andPrice Sensitivity will affect the Green Purchase Behavior.

R-Squared Model

Table 14. indicates that the modelGreen Purchase Intention have valueR-Squared model big 0,864 this means that variable variationGreen Subjective Norms, Green Attitude dan Green Perceived Behavior Control in predictingGreen Purchase Intention is as big 86,4% the rest is influenced by other factors. While the model Green Purchase Behavior have value R-squared big 0,649 this means that variable variationGreen Purchase Intention which is moderated by Green Product Availability and additional variables Government Regulation and Price Sensitivity in predicting Green Purchase Behaviorbig 64,9%. That is, the remaining 35.1% is influenced by other factors that are not included in the model.

Table 14. Squared Multiple Correlations

Model	R-Squared
Green Purchase Intention	0.864
Green Purchase Behavior	0.649

Research Hypothesis Test Results

The test is performed after all the underlying assumptions are obtained and the test is based on the values of the ratio ktitis (critical ratio) of a causal relationship of the results of data processing in SEM-AMOS, as shown in the table below :

Table 15. Research Hypothesis Test Results

Hypothesis	Path Analysis	Test Results			Conclusion
H1	GPI <----- GSN	Coefficient	0.083	H1- Accepted	Green Subjective Norms memiliki pengaruh positif dan signifikan terhadap Green Purchase Intension
		CR	2.715		
		p-Value	0.007		
H2	GPI < - - - - - GA	Coefficient	0.356	H2- Accepted	Green Attitude memiliki pengaruh positif dan signifikan terhadap Green Purchase Intention
		CR	2.894		
		p-Value	0.000		
H3	GPI <----- GPBC	Coefficient	0.128	H3- Rejected	Green Perceived Behaviour Control no benefits of Green Purchase Intention
		CR	1.115		
		p-Value	0.265		
H4	GPB <----- GPI	Coefficient	-0.415	H4- Rejected	Green Purchase Intention no positive effects of Green buying Behavior
		CR	-1.3		
		p-Value	0.193		
H5	GPB < - - - - - GR	Coefficient	0.15		
		CR	1.41		

		p-Value	0.158	<i>H5- Rejected</i>	Government Regulation not mendorong Green Purchase Behavior
H6	GPB <----- PS	Coefficient	0.616	<i>H6- Accepted</i>	Price Sensitivity/ transparency mendorong Green purchase behaviour
		CR	6.541		
		p-Value	0.000		
H7	GPB <----- GPI*GPA	Coefficient	0.078	<i>H7- Accepted</i>	Green Product Availability memoderasi Green Purchase Intention sehingga mendorong Green Purchase Behavior
		CR	1.866		
		p-Value	0.062		

Source: processed data researchers with SEM-AMOS

Notes:

* = significant α 0,05

** = significant α 0,1

Table 15 shows that not all p_value of exogenous variables to endogenous variables is less than α 0.05, which means that not all hypotheses in this study are accepted.

Hypothesis 1: the first hypothesis test was conducted to test the effect of Green Subjective Norms on Green Purchase Intention. It can be concluded that the GSN variable has a positive and significant influence on Green Purchase Intention, this can be seen from the coefficient value of 0.083 and p-Value of 0.007 is smaller than 0.05. This means that if the Green Subjective Norms increase, the Green Purchase Intention will also be higher. Hence his H1 accepted. This hypothesis is in line with previous research conducted in India, Pakistan and Indonesia by (Laheri et al,2023) (Soomro et al, 2020),(George et al, 2023), (Yowanda & Kurniawati, 2022), where Green subjective norms provide a positive boost to respondents ' Green purchase intention for green products

Hypothesis 2: the second hypothesis was tested by examining the effect of green Attitude variables on GPI. The processed results show that GA also has a positive and significant effect on Green Purchase Intention, this can be seen from the coefficient value of 0.356 and p-Value of 0.000 is smaller than (3) 0.05. This means that if the Green Attitude increases, the Green Purchase Intention will also be higher. Thus H2 is accepted. This hypothesis is in accordance with previous research conducted in India, Pakistan and Indonesia (Laheri et al,2023) (Soomro et al, 2020),(George et al, 2023),and (Yowanda & Kurniawati,2022), namely that respondents ' Green attitudes provide a positive boost to Green purchase intentions for green products that in the questionnaires provided still revolve around green products from common household appliances and used or on environmentally friendly food and drinks.

Hypothesis 3: the third hypothesis testing is done by testing the green Perceived Behavior Control (GPBC) variable against the GPI. The processed data showed no significant effect on Green Purchase Intention even though the resulting coefficient is positively 0.128 because it is not supported by the value of p-Value which is 0.265 or greater than 0.05. Thus H3 is rejected. When compared with previous research, conducted in India, Pakistan (Laheri et al,2023) (Soomro et al, 2020),(George et al, 2023). this hypothesis is not compatible. This means that other reinforcing variables are needed to be investigated so that behavioral control leading to Green can provide a green purchase intention boost from respondents

Hypothesis 4: the fourth hypothesis was tested by testing GPI against GPB. The processed data showed that Green Purchase Intention did not have a positive effect and was

also not significant to Green Purchase Behavior. This is indicated by the value of the resulting p-Value of 0.193 or greater when compared to 0.05 and also the value of the resulting coefficient is negative 0.415. Thus H4 is rejected. This hypothesis is inconsistent with previous studies conducted in India, and Pakistan (Laheri et al,2023) (Soomro et al, 2020),(George et al, 2023).

Hypothesis 5: The Fifth hypothesis test was conducted to test the effect of GR on GPB. The processed data showed that Government Regulation also showed no significant effect on Green Purchase Behavior even though the resulting coefficient is positively 0.150 but because it is not supported by the value of p-Value which is 0.158, greater than 0.05. Then H5 is rejected. This hypothesis is an additional variable where the government has issued regulations on the use and manufacture of green products with sanctions and incentives (Law No. 32 of 2009) and (Government Regulation No. 46 of 2017), which should reinforce the formation of strong incentives for people who already have green purchase intentions to support their green buying behavior. In a simple implementation has been successfully implemented will be the use of ecobag, where almost all sellers?su [ermarket no longer provides plastic bags and shoppers have become accustomed to carrying environmentally friendly bags in carrying their groceries.

Hypothesis 6: the 6th hypothesis test was conducted to test the effect of PS on GPB. The processed data shows that Price Sensitivity has a positive and significant influence on Green Purchase Behavior, this can be seen from the value of the coefficient of 0.616 and p-value of 0.000, smaller than 0.05. This means that if Price Sensitivity increases, it will encourage Green Purchase Behavior to be higher. Thus H6 is accepted. This hypothesis is consistent with research conducted previously in Pakistan and Indonesia (Soomro et al, 2020). The tendency of green products that have a higher selling price compared to non-green products, can hold consumers who already have the intention to buy, not to make purchases and influence their green buying behavior. But this transparency of information on prices given in the price difference can even strengthen the impetus for Green buying behavior.

Hypothesis 7: the seventh hypothesis test is to test the ability of GPA to moderate the influence of GPI on GPB. From the processed data shows that the variable Green Product Availability is able to moderate the influence of Green Purchase Intention on Green Purchase Behavior positively and significantly, this can be seen from the value of the coefficient of 0.078 and p-Value of 0.062, although significant at 0.1. This means that by being strengthened by Green Product Availability, Green Purchase Intention will have a positive and significant effect on Green Purchase behavior. Thus H7 is accepted. This hypothesis is consistent with previous studies conducted in India, Pakistan and Indonesia (Laheri et al,2023) (Soomro et al, 2020), (George et al, 2023).

CONCLUSION

Concern for preserving the environment has become a concern for all levels of world society. Although awareness to buy green products has been formed but in developing countries in general, where *income per capitastill* relatively inadequate, the behavior for purchasing green products, which utilize sustainable raw materials, reduce waste, and reduce carbon footprint, is not yet fully feasible. This small step can have a big impact on keeping the earth healthy for future generations while encouraging manufacturer innovation to create green products.

Efforts to transform changes in communities that have green purchasing behavior must be carried out continuously through the implementation of programs and socialization of recognition on sustainable issues. The government plays a major role in making consumer and producer communities change their habits oriented to activities that support sustainability, attention to environmental sustainability, by strengthening regulations, monitoring the implementation of sustainable programs and *law enforcement* her.

Based on some of the limitations of the above research, the suggestion that can be done is to do further research with a wider demographic coverage, research conducted on green products that are more specific/certain and or in the range of values/benefits of certain green products. Awareness and understanding that has been created in the people of Indonesia. Increasing efforts to make people who have green behavior can also be done for example by the government, providing information through seminars, counseling, literacy about other antaa green products by doing so through community engagement with local governments and other educational institutions (See Also P. et al, 2023). Or the government re-enforces the implementation of existing rules, along with the provision of sanctions and incentives, subsidies, tax reductions or other (Journal of subsidies on certain laws). Thus, manufacturers will be motivated to innovate in producing green products that are more affordable to the wider community.

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