



Model of Individual Purchase Intention Determinants for Environmentally Friendly Products

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ABSTRACT

This study examines individuals' purchase intentions toward environmentally friendly products, with the research object being Royco products from Unilever. The population used in this study consists of residents of DKI Jakarta who use Royco products from Unilever. The sample was collected using probability sampling with the simple random sampling method. The research framework is based on the Theory of Planned Behavior (TPB), which involves the variables of attitude, subjective norm, and perceived behavioral control. The study also includes additional variables, namely environmental knowledge, environmental awareness, and willingness to pay, to explore the main factors influencing consumers' purchase intentions. Data analysis was conducted using the Structural Equation Modeling (SEM) method.

INTRODUCTION

Companies need to implement the concept of sustainability in their operational activities. This aims to foster company growth while generating positive impacts on society and the environment. However, in this study, the researcher examines the implementation of Sustainability Pillar 12, which focuses on transforming production and consumption patterns of food and resources by companies. Specifically, the research concentrates on sustainability initiatives applied to product packaging.

One of the industries that applies Pillar 12 is the Fast-Moving Consumer Goods (FMCG) industry, including companies such as Unilever, Nestlé, and P&G. In this study, the researcher takes a closer look at Unilever's initiatives in reducing plastic waste. The research object related to the implementation of sustainability in Unilever's products is the Royco brand.

Public awareness in Indonesia of environmentally friendly products has been increasing. However, challenges remain, including a lack of understanding, higher prices, and limited accessibility (Karyoko, 2024).

Most previous researchers have applied the Theory of Planned Behavior (TPB) by Ajzen (1991). Therefore, this study also adopts the TPB framework to determine the factors influencing individual purchase intentions, including attitude, subjective norm, and perceived behavioral control. In addition, the researcher incorporates another determinant variable – willingness to pay – as a “psychological gateway.” Measuring willingness to pay is crucial to understanding whether consumers' good intentions can be converted into actual purchasing behavior.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a global agenda adopted by the United Nations in 2015 to achieve sustainable and inclusive development. Consisting of 17 integrated goals, the SDGs address a wide range of challenges, from social issues such as poverty alleviation to environmental issues such as climate change mitigation and the adoption of responsible consumption and production patterns.

Green Consumer Behavior

Green consumer behavior refers to purchasing decisions and consumption patterns that are influenced by environmental concerns and sustainability values. This behavior is driven by environmental awareness and the belief in the effectiveness of individual actions. Within the framework of the Theory of Planned Behavior (TPB), green consumer behavior is explained through attitudes, subjective norms, and perceived behavioral control.

Theory of Planned Behavior (TPB)

The TPB, proposed by Ajzen (1991), is an extension of the Theory of Reasoned Action (TRA). This theory explains that the intention to perform a particular behavior is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. If an individual

has a positive attitude, receives social support, and feels capable of performing the behavior, their intention to engage in the behavior will be stronger.

Purchase Intention Concept

Purchase intention is the consumer decision-making process that occurs after considering the reasons and needs for purchasing a product or service. This process involves consumer awareness of the product, evaluation of the benefits offered, and comparison with alternative products. Purchase intention reflects the consumer's willingness to purchase a product based on knowledge, preferences, and the perceived functions of the product.

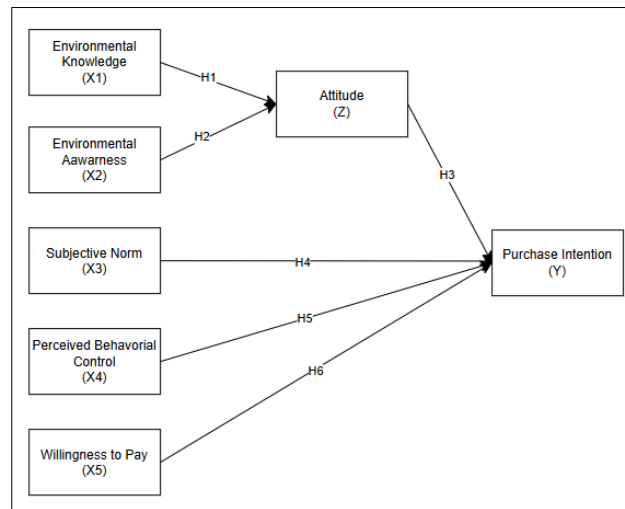


Figure 4.2 Theoretical Model Image

- H1:** Environmental knowledge has a positive and significant effect on attitude.
- H2:** Environmental awareness has a positive and significant effect on attitude.
- H3:** Attitude has a positive and significant effect on purchase intention.
- H4:** Subjective norm has a positive and significant effect on purchase intention.
- H5:** Perceived behavioral control has a positive and significant effect on purchase intention.
- H6:** Willingness to pay has a positive and significant effect on purchase intention.

METHODOLOGY

This study employed a quantitative approach with an explanatory research design to examine the relationships among variables within a model developed based on the Theory of Planned Behavior (TPB). The research population consisted of residents of DKI Jakarta who use Royco products from Unilever. The sampling technique used was simple random sampling, with a total of 200 respondents.

Data were collected through an online questionnaire using a 5-point Likert scale. Data analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the SmartPLS software. Model testing included the evaluation of the outer model (construct validity and reliability) and the inner model (hypothesis testing and relationships among latent variables).

RESEARCH RESULTS AND DISCUSSION

The study involved 130 respondents who were consumers of Royco products from Unilever. Data were collected via an online questionnaire using a random sampling method.

Respondent Characteristics	Frequency	Percentage
Gender		
Male	41	31.5%
Female	89	68.5%
Age		
17-20 years	13	10%
20-25 years	37	28.5%
25-30 years	50	38.5%
30-35 years	21	16.2%
≥ 35 years	9	9%
Education Level		
Elementary School	1	0.8%
Junior High School	6	4.6%
Senior High School	54	41.5%
Diploma	15	11.5%
Bachelor's Degree	49	37.7%
Master's Degree	4	3.1%
Doctorate	1	0.8%
Occupation		
Student	34	26.2%
Private Employee	58	44.6%
Entrepreneur	16	12.3%
Civil Servant	14	10.8%
Homemaker	8	6.2%
Monthly Expenditure		
500,000 - 1,000,000 IDR	26	20%
1,000,000 - 3,000,000 IDR	43	33.1%
3,000,000 - 5,000,000 IDR	31	23.8%
≥ 5,000,000 IDR	30	23.1%

The majority of respondents were female (68.5%), who generally play an important role in household purchasing decisions. In terms of age, most respondents were in the 25-30 year range (38.5%) and 20-25 year range (28.5%), representing a productive age group that tends to be more consumption-driven and concerned about sustainability issues. Regarding education, most

respondents held a Senior High School (41.5%) or Bachelor's degree (37.7%), indicating a relatively good level of understanding of environmental issues.

In terms of employment, the majority of respondents were private sector employees (44.6%), followed by students (26.2%), indicating that most had a fixed income or were in transition to the workforce. Based on monthly expenses, the majority of respondents were in the range of IDR 1,000,000 - IDR 3,000,000 (33.1%) and IDR 3,000,000 - IDR 5,000,000 (23.8%), indicating that the majority came from the middle economic class and had the potential to consider sustainability aspects in purchasing decisions. Hasil Uji Model Measurement (Outer Model).

The outer model analysis in this study included construct validity and reliability tests to ensure the validity and reliability of the measurement model used. This study used three measurement criteria in the SmartPLS analysis technique to assess the measurement model: 1) convergent validity, 2) discriminant validity, and 3) construct reliability.

Convergent Validity

Convergent validity is met if the factor loading is ≥ 0.70 (Rahadi, 2023). All indicators meet this threshold, as shown in Table 4.10.

Table 4.4 Convergent Validity Test Results - Outer Loading

Variabel	Indicator	Outer Loading Value	Outer Loading Value Limit	Conclusion
<i>Environmental Knowledge</i> (X1)	P1	0.756	0.7	Valid
	P2	0.863	0.7	Valid
	P3	0.859	0.7	Valid
<i>Environmental Awareness</i> (X2)	K1	0.793	0.7	Valid
	K2	0.811	0.7	Valid
	K3	0.805	0.7	Valid
	K4	0.795	0.7	Valid
<i>Subjective Norm</i> (X3)	N1	0.816	0.7	Valid
	N2	0.860	0.7	Valid
	N3	0.859	0.7	Valid
	N4	0.777	0.7	Valid
<i>Perceived Behavioral Control</i> (X4)	KP1	0.827	0.7	Valid
	KP2	0.853	0.7	Valid
	KP3	0.885	0.7	Valid
	KP4	0.835	0.7	Valid
	KP5	0.820	0.7	Valid
<i>Willingness to Pay</i> (X5)	ML1	0.865	0.7	Valid
	ML2	0.860	0.7	Valid
	ML3	0.839	0.7	Valid
<i>Attitude</i> (Z)	S1	0.761	0.7	Valid
	S2	0.863	0.7	Valid
	S3	0.885	0.7	Valid

	S4	0.798	0.7	Valid
<i>Purchase Intention</i>	NB1	0.937	0.7	Valid
(Y)	NB2	0.938	0.7	Valid

Source: Data processed with SmartPLS, 2025

Table 4.10 shows that all indicators have outer loading values > 0.7. Because they meet validity and reliability requirements, all indicators are declared valid. Discriminant Validity.

Discriminant validity testing ensures that an indicator measures only its own construct, not other constructs. In SmartPLS, this testing is performed using Cross Loadings, the Fornell-Larcker Criterion, and HTMT (Rahadi, 2023).

a) Cross Loading

Discriminant validity can be seen from the Cross Loading. If each indicator has the highest correlation with its construct compared to other constructs, then the indicator is valid as a component of that construct.

Table 4.6 Discriminant Validity Test Results - Cross Loading

Indikator	<i>Environmental Knowledge</i> (X1)	<i>Environmental Awareness</i> (X2)	<i>Subjective Norm</i> (X3)	<i>Perceived Behavioral Control</i> (X4)	<i>Willingness to Pay</i> (X5)	<i>Attitude</i> (Z)	<i>Purchase Intention</i> (Y)
P1	0.756	0.375	0.234	0.355	0.245	0.695	0.485
P2	0.863	0.316	0.337	0.273	0.277	0.705	0.539
P3	0.859	0.257	0.251	0.232	0.198	0.484	0.493
K1	0.326	0.793	0.330	0.376	0.197	0.493	0.454
K2	0.251	0.811	0.336	0.344	0.196	0.472	0.467
K3	0.252	0.805	0.320	0.364	0.271	0.553	0.502
K4	0.381	0.795	0.349	0.405	0.254	0.567	0.499
N1	0.277	0.429	0.816	0.279	0.423	0.535	0.479
N2	0.341	0.384	0.860	0.225	0.318	0.489	0.545
N3	0.292	0.325	0.859	0.201	0.361	0.463	0.485
N4	0.164	0.221	0.777	0.247	0.204	0.331	0.391
KP1	0.3	0.382	0.203	0.827	0.198	0.306	0.389
KP2	0.25	0.394	0.270	0.853	0.178	0.299	0.432
KP3	0.322	0.398	0.291	0.885	0.083	0.338	0.401
KP4	0.259	0.435	0.260	0.835	0.094	0.49	0.482
KP5	0.334	0.350	0.172	0.820	0.127	0.364	0.394
ML1	0.265	0.244	0.324	0.109	0.865	0.366	0.402
ML2	0.231	0.224	0.337	0.095	0.860	0.353	0.363
ML3	0.245	0.276	0.365	0.209	0.839	0.337	0.355
S1	0.337	0.606	0.490	0.351	0.322	0.761	0.58
S2	0.496	0.504	0.515	0.415	0.398	0.863	0.701
S3	0.609	0.536	0.443	0.387	0.358	0.885	0.671
S4	0.422	0.530	0.385	0.260	0.277	0.798	0.502
NB1	0.592	0.533	0.542	0.463	0.429	0.695	0.937

NB2	0.555	0.595	0.543	0.475	0.392	0.705	0.938
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Source: Data processed with SmartPLS, 2025

Based on Table 4.12, all indicators have the highest correlation with their own variables compared to other variables. This indicates that all constructs have met discriminant validity.

a) Fornell-Larcker Criterion

The Fornell-Larcker discriminant validity test assesses whether the square root of a construct's AVE is greater than the correlation between the constructs. If so, the construct meets discriminant validity (Fornell & Larcker, 1981; Hasheem et al., 2022).

Table 4.7 Discriminant Validity Test Results - Fornell-Larcker Criterion

Variabel	<i>Enviro n- mental Aware ness</i>	<i>Perceiv ed Behavi oral Control</i>	<i>Willing ness to Pay</i>	<i>Subject ive Norm</i>	<i>Purch ase Intent ion</i>	<i>Enviro n- mental Knowle dge</i>	<i>Attit ude</i>
<i>Environm ental Awarenes s</i>	0.801						
<i>Perceived Behaviora l Control</i>	0.466	0.844					
<i>Willingne ss to Pay</i>	0.29	0.159	0.855				
<i>Subjective Norm</i>	0.417	0.285	0.399	0.829			
<i>Purchase Intention</i>	0.601	0.501	0.438	0.579	0.938		
<i>Environm ental Knowledg e</i>	0.38	0.344	0.29	0.332	0.612	0.828	
<i>Attitude</i>	0.654	0.431	0.412	0.555	0.747	0.569	0.828

Source: Data processed with SmartPLS, 2025

Based on the table above regarding the results of the Discriminant Validity test using the Fornell-Larcker Criterion method, it can be concluded that each construct has a higher square root mean AVE value than its correlation value with other constructs in the model. This indicates that each construct has good discriminant validity.

a) Heterotrait-Monotrait (HTMT)

The next discriminant validity test uses the Heterotrait-Monotrait Ratio (HTMT), which is considered more sensitive than Cross Loading and Fornell-Larcker (Rahadi, 2023). HTMT compares the correlation between different constructs with the correlation within the same construct. The HTMT value must be <0.9 to indicate good discriminant validity (Henseler et al., 2017).

Table 4.8 Discriminant Validity Test Results - HTMT

Variabel	<i>Environ-mental Awareness</i>	<i>Perceiv ed Behavioral Control</i>	<i>Willingness to Pay</i>	<i>Subject ive Norm</i>	<i>Purch ase Intenti on</i>	<i>Environ -mental Knowle dge</i>	<i>Attitu de</i>
<i>Environme ntal Awareness</i>							
<i>Perceived Behavioral Control</i>	0.540						
<i>Willingnes s to Pay</i>	0.352	0.190					
<i>Subjective Norm</i>	0.492	0.327	0.475				
<i>Purchase Intention</i>	0.715	0.564	0.521	0.670			
<i>Environme ntal Knowledge</i>	0.480	0.420	0.366	0.401	0.753		
<i>Attitude</i>	0.787	0.483	0.493	0.646	0.868	0.700	

Source: Data processed with SmartPLS, 2025

Based on Table 4.14, all HTMT values are <0.9, so all constructs are declared valid using discriminant validity using the HTMT method.

Construct Reliability

Construct reliability testing is conducted by examining the Cronbach's Alpha and Composite Reliability values, which indicate the internal consistency of the indicators in measuring the latent construct (Memon et al., 2017). According to Chin (1998) in Ghozali and Latan (2015), a good value for these two measures is above 0.70.

Table 4.9 Results of Construct Reliability Test

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Nilai Batas</i>	<i>Kesimpulan</i>
<i>Environmental Knowledge</i>	0.768	0.867	0.7	Reliable
<i>Environmental Awareness</i>	0.815	0.878	0.7	Reliable
<i>Subjective Norm</i>	0.848	0.898	0.7	Reliable
<i>Perceived Behavioral Control</i>	0.899	0.925	0.7	Reliable
<i>Willingness to Pay</i>	0.816	0.891	0.7	Reliable
<i>Attitude</i>	0.846	0.897	0.7	Reliable
<i>Purchase Intentiong</i>	0.862	0.936	0.7	Reliable

Source: Data processing results using SmartPLS, 2025

Table 4.15 shows that all constructs have reliability values >0.7, thus being deemed reliable and suitable as measurement tools in this study.

Structural Model Test Results (Inner Model)

After evaluating the outer model, the next step was to test the inner model to analyze causal relationships among latent variables and ensure that the developed model is robust and accurate. Collinearity was assessed using VIF, with the testing stages carried out as follows:

Coefficient of Determination (R-Square, R²)

R-square indicates how well the independent variables explain the dependent variable. A value ≥ 0.75 is considered strong; 0.50 moderate; and 0.25 weak (Effendi et al., 2018). Adjusted R-square provides a more accurate picture as it accounts for the standard error.

Table 4.10. R-Square Values

Variable	R-square	Adjusted R-square
Attitude (S)	0.548	0.541
Purchase Intention (NB)	0.643	0.632

Source: Processed data using SmartPLS, 2025

Based on Table 4.16, the R-square value for Attitude (S) is 0.548, with an adjusted R-square of 0.541, indicating that Environmental Knowledge (P) and Environmental Awareness (K) explain 54.8% of the Attitude variable, while the remaining 45.2% is influenced by other factors. This influence is categorized as moderate.

Meanwhile, the R-square value for Purchase Intention (NB) is 0.643, with an adjusted R-square of 0.632, showing that Attitude (S), Subjective Norm (N), Perceived Behavioral Control (KP), and Willingness to Pay (ML) explain 64.3% of the NB variable, with the remaining 35.7% influenced by other factors. This influence is considered strong. Therefore, the structural model in this study is deemed feasible.

Effect Size (F-Square, f²)

The f-square (effect size) measures the impact of exogenous variables on endogenous variables. A value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect; values < 0.02 are considered negligible (Rahadi, 2023). The f² values from the processed data are as follows:

Table 4.11. F-Square Values

Variable	F-Square	Effect Size
Environmental Knowledge → Attitude	0.266	Medium
Environmental Awareness → Attitude	0.495	Large
Attitude → Purchase Intention	0.398	Large
Subjective Norm → Purchase Intention	0.069	Small
Perceived Behavioral Control → Purchase Intention	0.101	Small
Willingness to Pay → Purchase Intention	0.033	Small

Source: Processed data using SmartPLS, 2025

Table 4.17 shows that the strongest effects are from Environmental Awareness → Attitude ($f^2 = 0.495$) and Attitude → Purchase Intention ($f^2 = 0.398$). A medium effect is observed for Environmental Knowledge ($f^2 = 0.266$), while other variables such as Subjective Norm, Perceived Behavioral Control, and Willingness to Pay exhibit small effects.

Predictive Relevance Test (Q-Square, Q²)

The Q² predictive relevance test indicates the model’s predictive capability. A Q² value > 0 indicates the model has predictive relevance, while Q² < 0 indicates otherwise (Kusumawicitra et al., 2022).

Table 4.12. Cross-Validated Redundancy Test Results

Variable	Q ² Predict
Attitude	0.511
Purchase Intention	0.587

Source: Processed data using SmartPLS, 2025

Based on Table 4.18, the Q² values are 0.511 and 0.587. Since the values are greater than 0, the model possesses predictive relevance.

Collinearity Statistics Test

The collinearity statistics test is conducted to determine correlations among independent variables. The model is free from collinearity if the VIF value < 3.3, whereas VIF > 3.3 indicates a violation of the classical assumption (Rahadi, 2023).

Table 4.13. Variance Inflation Factor (VIF) Results

Variable	VIF	Remark
Environmental Knowledge → Attitude	1.169	No Collinearity
Environmental Awareness → Attitude	1.169	No Collinearity
Attitude → Purchase Intention	1.743	No Collinearity
Subjective Norm → Purchase Intention	1.528	No Collinearity
Perceived Behavioral Control → Purchase Intention	1.235	No Collinearity
Willingness to Pay → Purchase Intention	1.271	No Collinearity

Source: Processed data using SmartPLS, 2025

Based on Table 4.19, the variance inflation factor (VIF) values for all indicators are below 3.3, indicating that the data are free from collinearity issues.

Model Fit Test

The model fit test measures how well the model represents the covariances among indicators. Three measures are used: SRMR, Chi-Square, and NFI. A model is considered fit if SRMR < 0.09 and NFI > 0.5 (Maskur et al., 2015). An SRMR value ≤ 0.08 is still acceptable.

Table 4.14. Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.067	0.081
d_ULS	1.449	2.151
d_G	0.680	0.721
Chi-square	514.242	511.19
NFI	0.750	0.752

Source: Processed data using SmartPLS, 2025

Table 4.20 shows that the SRMR values are 0.067 (saturated) and 0.081 (estimated), both below the 0.10 threshold, indicating a fairly good model fit. The NFI values are 0.750 and 0.752, both exceeding the 0.50 threshold, thus the model is considered overall fit.

Hypothesis Test Results

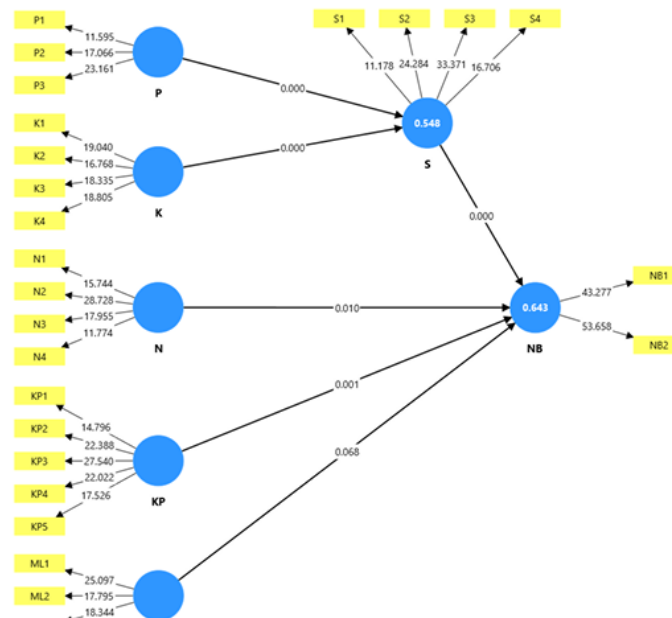


Figure 4.5 Influence Test Model

Table 4.15 Results of Hypothesis Test Analysis

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/S TDEV)	P values	Information	Results
Direct Effect or Direct Influence							
<i>Environmental Knowledge => Attitude</i>	0.375	0.377	0.087	4.293	0.000	Signifikan	Diterima

<i>Environmental Awareness => Attitude</i>	0.511	0.513	0.073	6.959	0.000	Signifikan	Diterima
<i>Attitude => Purchase Intention</i>	0.498	0.491	0.091	5.482	0.000	Signifikan	Diterima
<i>Subjective Norms => Purchase Intention</i>	0.211	0.210	0.064	3.297	0.001	Signifikan	Diterima
<i>Perceived Behavioral Control => Purchase Intention</i>	0.194	0.195	0.075	2.590	0.010	Signifikan	Diterima
<i>Willingness to Pay => Purchase Intention</i>	0.121	0.125	0.067	1.825	0.068	Tidak Signifikan	Ditolak

Source: Processed data using SmartPLS, 2023

Based on Table 4.21, all path coefficients have positive values (0.121–0.511), indicating that all independent variables have a positive effect on the dependent variable. The significance results are shown through the t-statistic and visualized in Figure 4.5.

Based on the statistical calculations in Table 4.21, the following conclusions can be drawn:

1. H1 accepted - Environmental Knowledge has a positive and significant effect on Attitude ($\beta = 0.375$, $p = 0.000$, $t = 4.293$).
2. H2 accepted - Environmental Awareness has a positive and significant effect on Attitude ($\beta = 0.511$, $p = 0.000$, $t = 6.959$).
3. H3 accepted - Attitude has a positive and significant effect on Purchase Intention ($\beta = 0.498$, $p = 0.000$, $t = 5.482$).
4. H4 accepted - Subjective Norm has a positive and significant effect on Purchase Intention ($\beta = 0.211$, $p = 0.001$, $t = 3.297$).
5. H5 accepted - Perceived Behavioral Control has a positive and significant effect on Purchase Intention ($\beta = 0.194$, $p = 0.010$, $t = 2.590$).
6. H6 rejected - Willingness to Pay has a positive but not significant effect on Purchase Intention ($\beta = 0.121$, $p = 0.068$, $t = 1.825$).

DISCUSSION OF RESEARCH RESULTS

Analysis of the Effect of Environmental Knowledge on Attitude

Based on the hypothesis testing results, it was found that environmental knowledge has a positive and significant effect on attitude (0.375; $p < 0.05$), thus H1 is accepted. Consumers who understand the benefits of environmentally friendly products tend to have a positive attitude. This finding is in line with Setyawan et al. (2018) and Kamalanon et al. (2022), which assert that knowledge

forms the basis for developing a positive attitude toward sustainability. For Royco's management, improving consumers' positive attitudes can be achieved by providing public education, such as including an informative QR code on the packaging that links to sustainability content, and optimizing digital media to communicate Royco's environmentally friendly values.

Analysis of the Effect of Environmental Awareness on Attitude

Based on the hypothesis testing results, it was found that environmental awareness has a positive and significant effect on attitude (0.511; $p < 0.05$), thus H2 is accepted. Consumers who are aware of environmental issues have a more positive attitude. This finding aligns with Pangaribuan et al. (2020) and Rivera & Barcellos-Paula (2024), which show that environmental awareness strengthens green identity and attitude.

For Royco's management, it is recommended to highlight environmental issues in social campaigns and collaborate with green communities to build an environmentally friendly brand image.

Analysis of the Effect of Attitude on Purchase Intention

Based on the hypothesis testing results, it was found that attitude has a positive and significant effect on purchase intention (0.498; $p < 0.05$), thus H3 is accepted. A positive attitude encourages consumers to purchase environmentally friendly products. This finding is consistent with Kamalanon et al. (2022) and Kumar et al. (2023), which identify attitude as a key predictor of green product purchase intention.

For Royco's management, it is recommended to strengthen consumer attitudes through emotional campaigns, customer testimonials, and narratives that purchasing Royco means contributing to environmental conservation.

Analysis of the Effect of Subjective Norm on Purchase Intention

Based on the hypothesis testing results, it was found that subjective norm has a positive and significant effect on purchase intention (0.211; $p < 0.05$), thus H4 is accepted. Social support contributes to purchase intention, although not dominantly. This finding is in line with Maichum et al. (2016), which state that social norms play a role in shaping consumer preferences, especially in collectivist cultures.

For Royco's management, it is suggested to engage influencers and community leaders, as well as develop community-based loyalty programs to strengthen social support.

Analysis of the Effect of Perceived Behavioral Control on Purchase Intention

Based on the hypothesis testing results, it was found that perceived behavioral control has a positive and significant effect on purchase intention (0.194; $p < 0.05$), thus H5 is accepted. The easier and more affordable the product, the higher the purchase intention. This finding is consistent with Yadav & Pathak

(2016) and Paul et al. (2016), which emphasize product accessibility and understanding as factors that encourage purchase intention.

For Royco's management, it is important to ensure product availability across various distribution channels, simplify information on product benefits, and highlight ease of purchase.

Analysis of the Effect of Willingness to Pay on Purchase Intention

Based on the hypothesis testing results, it was found that willingness to pay more has a positive but not significant effect on purchase intention (0.121; $p = 0.068$), thus H6 is rejected. The premium price is not yet supported by sufficient perceived benefits. This finding is in line with Kamalanon et al. (2022) and Kumar et al. (2023), which state that willingness to pay is only effective when consumers perceive equivalent benefits. Pinem (2019) and Nassar et al. (2021) also highlight that women tend to be more price-sensitive despite caring for the environment. This is relevant because the majority of respondents (68.5%) were women, who tend to prioritize economic considerations when purchasing environmentally friendly products.

For Royco's management, it is important to emphasize the tangible benefits of the higher price, for example through education, certification labels, and visualizing contributions to the environment so that the product's added value is more apparent.

CONCLUSION

Environmental knowledge and environmental awareness have been proven to have a positive and significant effect on consumer attitudes toward environmentally friendly products. In turn, attitude significantly influences purchase intention. On the other hand, subjective norm and perceived behavioral control also positively affect purchase intention, although their contributions are not as strong as attitude. Meanwhile, willingness to pay more does not show a significant effect on purchase intention. This may be due to high price sensitivity, particularly among female consumers who dominate the respondents in this study. These findings indicate that sustainability considerations still need to be balanced with economic factors, especially if the benefits of a premium price are not perceived as equivalent.

SUGGESTIONS

This study has several limitations. Therefore, it is suggested that future research consider adding variables such as green lifestyle, trust in eco-labels, and personal environmental values. Further research could also explore mediation or moderation roles and test the model on populations with different demographic characteristics, such as age, education, or income, to enhance generalization and understanding of purchase intention for environmentally friendly products.

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