Factors Affecting Green Purchase Behavior In Dki Jakarta

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ABSTRACT

Building the theory of planned behavior (TPB), the purpose of this paper is to understand the green purchase behavior of people in Jakarta, Indonesia. The study following the reference by adding environmental concern and willingness to pay as a moderating variable between green purchase intention to green purchase behavior.

Keywords

Theory of planned behavior, Green Purchase Intention, Environmental Concern, Willingness to Pay, Green Purchase Behavior

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Introduction

The awareness of the world community for environmental sustainability increases; many of them no longer use plastic. Some have even implemented single-use plastic to reduce plastic consumption and waste. However, what happens in the world is inversely proportional to what happened in Indonesia, especially Jakarta. The awareness of the people of Jakarta is at a low level.

In addition, the waste produced in 2017 was 65.8 million tons and the total in 2018 was 65,752 tons. Diver Clean Action also found that 93.2 million sticks of plastic straw that were only used a day came from restaurants, packaged drinks and other sources. This also makes Indonesia the 2nd largest waste producer in the world with China at the top. (Pelantar.ID, 2019).

Up Until now, the waste problem in Indonesia has not become an ordinary and simple problem, but has become a complex problem. Along with the movements carried out by all over the world in order to protect the environment such as Earth Day, World Earth Hour, Bike to Work, Car Free Day and others have also been implemented in Indonesia, especially Jakarta.

The government is also trying to implement a circular economy program by implementing the 3R (Reduce, Reuse, Recycle) originating from Europe to achieve the goal of Indonesia Moving Free from Waste 2020 (Ekawati, 2016). It is hoped that this program can build public awareness to reduce the use of plastic.

In this research, the restaurant industry is the focus of this research because this industry's development is also growing, where eay year it increases by over 8.5% (Bella, 2018). There are also many campaigns to reduce the use of plastics, such as the straw-free movement held by several fast foods in Indonesia; McDonald's which launched the #MulaiTanpaSedotan Movement on November 12, 2018, and 190 outlets throughout Indonesia have also participated in this movement (Intan, 2018). KFC also carried out the No Straw Movement, tried to sell bundling products with green straw every available package.

Furthermore, using a paper straw as a green straw is a good alternative to use a plastic straw. This is because plastic straws take hundreds of years to break down, and when burned, it will produce CO and HCN which can pollute the environment. When compared to other straws (glass, bamboo, and iron), Azanella & Wedhaswary states how paper straws is the smallest contributor to CO2 and uses the smallest energy.

Theoretical Framework and Hypotheses Development

TPB is defined as a complementary model of the theory of action (TRA), because TRA is not equipped with a planned behavior control theory (Ajzen, 1991). TPB also explains that there are belief factors that hinder a behavior; therefore, TPB is used to explain an individual's intention in carrying out a behavior. From the combination of attitudes towards subjective norm behavior and behavioral control perceptions, it can lead to behavioral intentions (Machrus & Purwono, 2010).

Attitude (ATT)

According to Ajzen (1991), an attitude refers to an individual's assessment of favorable or unfavorable individual behavior's performance. Pickens (2005) stated that attitude is a thought pattern or tendency to act in a certain way because of the two individuals which, among other things, is the experience and readiness of the individual himself.

Laksmi & Wardana (2015) mentioned that consumers who are aware and sensitive to the environment will always consider environmental issues when making purchases. Additionally, Laksmi & Wardana (2015) continued that purchase intention is a consumer's attitude towards a product which consists of consumer trust. According to Utami, Gunarsih, and Aryanti (2014) attitude is an important predictor of behavior, interest in behavior.

Subjective Norm (SN)

Ajzen (1991) mentioned that subjective norms are influenced by beliefs, where attitudes toward behavior are a function of individual beliefs about the behavior to be

carried out (behavioral belief). Then the subjective norm is a function of individual beliefs obtained on the views of others on the object of attittudes related to individuals (normative belief) (Ramdhani, 2011). Subjective norms are also considered as the pressure felt by circumstances created by other people such as neighbors, friends, and other people around who do good behavior and can influence directly or indirectly on an individual's behavior (Ajzen, 1991).

Perceived Behavioral Control (PBC)

Perceived behavioral control is an individual's perception of the ease or difficulty of carrying out and realizing a certain behavior (Ajzen, 1991). In addition, Ajzen (2005) also states in Theory of Planned Behavior, perceptions of behavioral control are also determined by an individual's belief in the availability of resources in the form of equipment, compatibility, competence and opportunity (control belief strength) which can support the predicted behavior.

Purchase Intention (PI)

Purchase intention is a consumers' interest in a product by looking for additional information before the consumer wants to have the product (Shahnaz & Wahyono, 2016). Nulufi and Murwatiningsih (2015) suggest that consumers who already have a positive attitude towards a product will generate interest in buying that product, so buying interest can motivate them to carry out behaviors such as a willingness to make intense efforts that individuals are ready to do. Mahardhika & Saino (2014) also mentioned that purchase intention is formed from the trust and attitude toward particular products.

Purchase Behavior (PB)

Purchase behavior is a process where an individual looks, selects, buys, uses and discards products and services that the individual has already used (Chaudhary & Bisai, 2018). Julina, Kartini, Rufaidah, & Cahyandito (2017) mentioned that in purchase behavior, several factors are taken into consideration, namely knowledge, attitude, perceived consumer effectiveness, liberalism, pro-social behavior and norms for these products or services. Yadav and Pathak (2017) found a positive relationship with purchase intention and green buying behavior in green products. Furthermore, according to Tan & Lau (2011), in the context of green purchase behavior, which is to purchase a product that has a minimal impact on the environment.

Environmental Concern (EC)

Environmental concern is a concern of people, which refers to the level of people's willingness to recognize and support the resolution of ecological problems (Li, Li, Jin, & Wang, 2019). In addition, according to Hu, Parsa, and Self (2010), it refers to public awareness of environmental issues and willingness and support. Followed by research conducted by Chen and Tung (2014), where it was found that environmental concern is a fairly important variable that can influence purchase intention through its effect on attitudes, subjective norms, and control perceptions. Behavior. Furthermore, Paramita and Yasa (2015) found that the characteristics of environmentally friendly consumer behavior are seen from attitudes and actions in protecting the environment.

Willingness to Pay (WTP)

Willingness to pay is the maximum price that consumers receive to pay for a product or service (Gall-Ely, 2009). According to Aufanada, Ekowati, and Prastiwi (2017), one of the crucial factors for someone to purchase green products is because of the quality offered by these products, where consumers will be willing to pay more than the current price to get the green product if the quality is guaranteed. Besides, Ling (2013) also said that green products are usually quite expensive compared to other products because of the high costs incurred in the production process, where according to Nasir and Karakaya (2014), high prices are the main obstacle for individuals to make purchases. Especially for green products.

Based on the TPB framework and the arguments above, we hypothesize as follows;

H1. ATT has a positive effect on green PI
H2. SN has a positive effect on green PI
H3. PBC has a positive effect on green PI
H4. PBC has a positive effect on green PB
H5. Green PI has a positive effect on green PB
H6. EC has a positive effect on ATT
H7. EC has a positive effect on SN
H8. EC has a positive effect on PBC
H9. EC has a positive effect on Green PI
H10. WTP moderates between Green PI and Green PB

Research methodology

Participant and procedure

In this study, the sampling technique to be selected is non-probability sampling where in the process the selected sample does not have an inherent probability or does not provide equal opportunities for each element or member of the population to be selected as samples. Furthermore, convenience sampling is used in this study. According to Sugiarto (2001), convenience sampling is sampling based on the availability of elements and the ease of obtaining them. Data were collected through online questionnaires and interviews (group studies). The questionnaires were sent to the respondents through emails, phone messages and mouth to mouth communication. The respondent in this research is the people who live in DKI Jakarta. The respondents that this research chose were those who had bought or used environmentally friendly straws (green straw). As many as 200 respondents were selected as the research sample, and five respondents were also selected to be interviewed.

A total of 200 responses were collected with the majority of the respondents were females with 51% and males with 49%. In regards to location, 23% of the respondents lived in West Jakarta, 16 % of the respondents lived in North Jakarta, 11% of the respondents lived in Central Jakarta, 21% of the respondents lived in South Jakarta, and last but not least 29% of the respondents lived in East Jakarta. As to expenses, 4% of the respondents in a month approximately

spent < IDR 999.000, 9% of the respondents in a month approximately spent IDR 1.000.000 to IDR 4.999.000, 37% of the respondents in a month approximately spent IDR 5.000.000 to IDR 8.999.000, 14% of the respondents in a month approximately IDR 9.000.000 – IDR 12.999.000, and 36% of the respondents in a month approximately > IDR 13.000.000.

Measures

EC was measured using three items taken from Kilbourne and Pickett (2008). Attitude was assessed with three items taken from Paul, Modi & Patel (2016). Subjective norm was measured using four items adapted from Chan & Lau (2002). For PBC, using six items taken from Paul, Modi & Patel (2016). While Purchase Intention measured using five items taken from Paul, Modi & Patel (2016) too. Purchase behavior was measured using three items adopted from Wan, Cheung, & Shen (2012). Last but not least, Willingness to pay was measured using three items taken from Kang, Stein, Heo & Lee (2012) and Jang, Kim, & Bonn (2011). The responses on all of the items were recorded on a five-point Likert scale ranging from 1 – 5, consisting of 1 Strongly Disagree (SD), 2 Disagree (D), 3 Neutral (N), 4 Agree (A), and 5 Strongly Agree (SA).

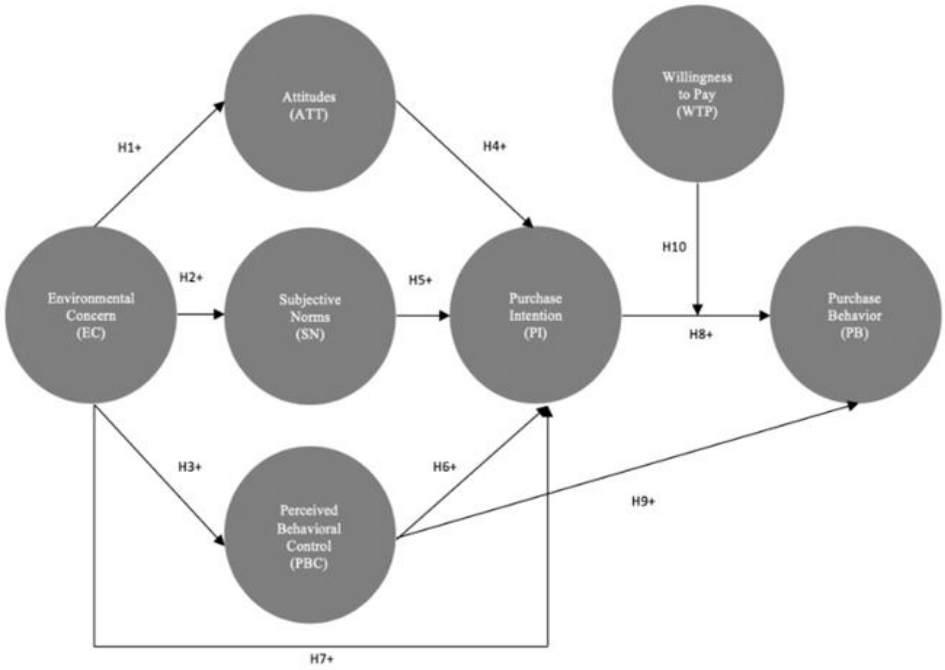

Figure 1. Hypothesized Research Model

Control variables

All of the respondents were also asked to share some personal information. The first one is, have they ever use green straw before? Then proceeding to the next question which is about the gender ranging from male and female, location ranging from North Jakarta, West Jakarta, Central Jakarta, East Jakarta, and South Jakarta and last but not least their monthly expenses ranging from <IDR 999.000, IDR 1.000.000 to IDR 4.999.000, 5.000.000 to IDR 8.999.000, IDR 9.000.000 – IDR 12.999.000 and > IDR 13.000.000.

Data Analysis

The tool or software used in this research is the Analysis of Moment Structure (AMOS), a program for processing research models in management techniques and other social sciences, also specifically to help test hypotheses between variables. Additionally, AMOS can also help determine the strength of the relationship between the variables studied (Huang, 2018). Hair Jr, Black, Babin, & Anderson (2014) recommends a sample size of 150. When viewed from this research, there are 7 constructs and when compared to research conducted by Hair Jr, Black, Babin, & Anderson (2014), the minimum sample size of our study is 150. First, CFA was used to estimate the convergent and discriminant validity of the study constructs.

Results

Structural model: model fit and hypothesis testing

This research will also use *factor loading* in order to test the discriminant validity. Hair Jr, Black, Babin, & Anderson (2014) mentioned that a value of 0.5 or more "> 0.5" for Factor Loading is quite significant. So, it can be interpreted that all indicators are valid.

Table 1 Validity Test Results

Indicators	Variables	Factor Loading	Description
EC1	*Environmental Concern*	0.800	Valid
EC2		0.874	Valid
EC3		0.952	Valid
ATT1	*Attitude*	0.937	Valid
ATT2		0.907	Valid
ATT3		0.950	Valid
PBC1	*Perceived Behavioral Control*	0.848	Valid
PBC2		0.973	Valid

Indicators	Variables	Factor Loading	Description
PBC3		0.920	Valid
PBC4		0.950	Valid
PBC5		0.956	Valid
PBC6		0.978	Valid
SN1		0.960	Valid
SN2	*Subjective Norm*	0.970	Valid
SN3		0.967	Valid
SN4		0.966	Valid
PI1		0.856	Valid
PI2		0.924	Valid
PI3	*Purchase Intention*	0.966	Valid
PI4		0.926	Valid
PI5		0.954	Valid
WTP1		0.978	Valid
WTP2	*Willingness to Pay*	0.969	Valid
WTP3		0.961	Valid
PB1		0.964	Valid
PB2	*Purchase Behavior*	0.986	Valid
PB3		0.984	Valid

Next, this research also tested reliability through construct reliability. According to Huang et al. (2013) states that results with at least 0.6 are adequate. In addition, the Variance Extracted test was also carried out in this study according to Hair Jr, Black, Babin, & Anderson (2014) that a good Variance Extracted value can be seen from the results above 0.5 or more "> 0.5". Then Suseno (2018) suggests that one of the formulas that can be used to get Construct Reliability is through the formula below:

$$\frac{(\Sigma \text{ std loading})^2}{(\Sigma \text{ std loading})^2 + \Sigma \varepsilon j}$$

Table 2 Hasil Construct Reliability Testing

Indicator	Variable	*Standard Loading*	*Error*	*Construct Reliability*			*Variance Extracted*			
				∑ *STd. Loading*	(∑ STd. Loading)²	∑ *Error*	Nilai CR	*Standard Loading²*	∑ (Std. Loading)²	Nilai VE
EC1	***Environmental Concern***	0,800	0,640	2,63	6,90	2,31	**0,749**	0,640	2,31	**0,77**
EC2		0,874	0,764					0,764		
EC3		0,952	0,906					0,906		
ATT1	***Attitude***	0,937	0,879	2,79	7,81	2,60	**0,75**	0,878	2,60	**0,86**
ATT2		0,907	0,822					0,823		
ATT3		0,950	0,903					0,903		
PBC1	***Perceived Behavioral Control***	0,848	0,719	5,63	31,64	5,3	**0,857**	0,719	5,29	**0,88**
PBC2		0,973	0,947					0,947		
PBC3		0,920	0,846					0,846		
PBC4		0,950	0,903					0,903		
PBC5		0,956	0,915					0,914		
PBC6		0,978	0,956					0,956		
SN1	***Subjective Norm***	0,960	0,922	3,86	14,92	3,73	**0,80**	0,922	3,73	**0,93**
SN2		0,970	0,942					0,941		
SN3		0,967	0,934					0,935		
SN4		0,966	0,932					0,933		
PI1	***Purchase Intention***	0,856	0,732	4,63	21,40	4,29	**0,833**	0,733	4,29	**0,85**
PI2		0,924	0,853					0,854		
PI3		0,966	0,934					0,933		
PI4		0,926	0,858					0,857		
PI5		0,954	0,911					0,910		
WTP1	***Willingness to Pay***	0,978	0,956	2,91	8,46	2,82	**0,75**	0,956	2,82	**0,94**
WTP2		0,969	0,940					0,939		
WTP3		0,961	0,924					0,924		
PB1	***Purchase Behavior***	0,964	0,929	2,93	8,61	2,87	**0,75**	0,929	2,87	**0,95**

After ensuring the variables' validity and reliability, the proposed theoretical model was also tested using SEM. The goodness of fit was also tested and of all the 8 indexes, there were two (2) categories that were not fit, which are CMIN/DF and RMSEA. Three (3) categories that were a poor fit are GFI, AGFI and CFI. Because this study used convenience sampling, perhaps one reason the model from our study did not show unsuitable results, so it would be better if the next study did not use convenience sampling. According to Solimun (2002), if one or 2 items fall into the fit model category, then the model can be said to be fit. So when viewed from the table above, from the results of the three (3) items that fall into the fit category and three (3) items that fall into the poor fit category, there is no need to modify the indicators of each variable.

Table 3 Goodness of Fit Results

No.	*Goodness of Fit Index*	*Cut off Value*	Analysis Results	Model Evaluation
1	X2 – *Chi Square*	As small as possible	3334.111	Fit
2	CMIN/DF	≤2.0	9.835	Tidak Fit
3	RMSEA	≤0.08	0.211	Tidak Fit
4	GFI	≥ 0.90: Good 0.80 - 0.90: Marginal < 0.8: Poor	0.457	Poor Fit
5	AGFI	≥ 0.90: Good 0.80 - 0.90: Marginal < 0.8: Poor	0.349	Poor Fit
6	IFI	Approaching 1	0.879	Fit
7	TLI	Approaching 1	0.853	Fit
8	CFI	≥ 0.90: Good 0.80 - 0.90: Marginal < 0.8: Poor	0.779	Poor Fit

(Shadfar & Malekmohammadi, 2013)

Table 4 Hypothesis Test Result

No	Variable			Coefficient	C.R.	P	Significance
1	*Environmental Concern*	→	*Attitude*	1,407	16,213	0.00	Significant
2	*Environmental Concern*	→	*Subjective Norm*	1,981	16,611	0.00	Significant
3	*Environmental Concern*	→	*Perceived Behavioral Control*	1,089	14,894	0.00	Significant
4	*Attitude*	→	*Green Purchase Intention*	1,785	0,201	0,840	Not Significant
5	*Subjective Norm*	→	*Green Purchase Intention*	0,137	5,011	0.00	Significant
6	*Perceived Behavioral Control*	→	*Green Purchase Intention*	0,956	9,057	0.00	Significant
7	*Environmental Concern*	→	*Green Purchase Intention*	-2,495	-0,200	0,842	Not Significant
8	*Green Purchase Intention*	→	*Green Purchase Behavior*	5,120	4,359	0.00	Significant
9	*Perceived Behavioral Control*	→	*Green Purchase Behavior*	-6,263	-4,382	0.00	Significant
10	*Interaction of Willingness to Pay*	→	*Green Purchase Intention dan Green Purchase Behavior*	0,001	1,679	0,093	Not Significant

In conducting the hypothesis test, the method of testing has various variations. Then, to determine whether the results of a hypothesis that have been analyzed have negative or positive results through the results of the Critical Ratio (CR) and P-Value. According to Pandis (2015), the higher the C.R value, the more significant and greater than 1.96 to get a significant result. It was also stated that the P-Value should be below 0.05 for this result to be significant.

Conclusion

The results of the research we have conducted on 200 people as our respondents are in search of what factors are the factors affect green purchase behavior in DKI Jakarta. Through the variables we have analyzed, namely environmental concern, attitude, subjective norms, perceived behavioral control, green purchase intention, green purchase behavior, and willingness to pay. So here we describe the conclusions we have obtained:

First, the factors of subjective norm and perceived behavioral control provide significant results on green purchase intention, where the attitude factor of our respondents does not give positive results in this study. Subjective Norm seems to have a positive influence on Green Purchase Intention because based on the results of the current research, the vital role of relatives or people around who have good relationships is able to influence someone in taking action. Therefore, the role of close relatives and other people who have sufficient influence (such as influencers, brand ambassadors, etc.) is able to encourage and influence the respondents' intention to buy this green straw product.

Second, there is a significant effect of green purchase intention on green purchase behavior because an intention or interest in purchasing environmentally friendly products in respondents can encourage respondents to make purchases or own environmentally friendly products (green straw), which according to some respondents said that there is. The intention of wanting to buy environmentally friendly products does influence them when buying these environmentally friendly products, which is green straw products

Third, environmental concern factors that have an important influence on attitude, subjective norms, and perceived behavioral control for respondents in buying or using environmentally friendly straws. On the other hand, environmental concern factors do not have an effect on green purchase intention by respondents towards environmentally friendly straws. This happens because most of the respondents have the intention or interest in purchasing environmentally friendly products that are not influenced by environmental concern factors that are currently happening.

Fourth, based on the research we have done, willingness to pay does not seem to moderate the relationship between green purchase intention and green purchase behavior. This shows that the desire to buy green products, such as green straws, to become a behavior is not based on price. Of course, this research contradicts previous research, namely Chaudhary & Bisai (2018) and Manaktola & Jauhari (2007), who found that willingness to pay moderates green purchase intention and green purchase behavior. So, the results we get are that price is not a factor considered by respondents in making purchases or even using environmentally friendly straw products. However, the respondent's needs are an important point in purchasing this product.

Limitations and directions for future research

This study has limitations where the number of samples is still relatively insufficient. The number of samples in this study was only 200 respondents, perhaps adding a larger sample size could provide more different results. Apart from limitations in terms of the sample, this study also has limitations on its coverage area. This research was only conducted in Jakarta, namely Central Jakarta, South Jakarta, East Jakarta, North Jakarta and West Jakarta. So that by expanding the scope of this research it can also give different and varied results.

In addition, the respondents who filled out the questionnaire in this study were dominated by women than men, so that it would get different results if the number of men and women in this study was balanced or there were more men than women.

For future studies, it can also be expected not to use the convenience sampling technique. Where in this study we used the sampling technique so that when doing goodness of fit, the results showed that the model was not good. So, it would be better for the next research to use other sampling techniques. For further research, it can also expand the proposed model by including several other important variables such as trust which is one of the variables that we propose based on the results of interviews we conducted with respondents where the experience gained by respondents in using green straw products. Other variables, such as brand and other personal norms, are outside the scope of this study. In addition, this research can also develop using different topics from environmentally friendly straws, such as green packaging. Whereby researching different topics can add insight from this research going forward.

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