

Application of *Theory of Planned Behavior* on the Interest in Buying Organic Fertilizer with Motivation as an Intervening Variable in the Context of Sustainable Agriculture

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ABSTRACT

Objective: This study aims to analyze farmer behavior through the application of the *Theory of Planned Behavior* on the interest in buying organic fertilizer, with motivation as an intervening variable in the context of sustainable agriculture. **Method:** This research was conducted using a quantitative research method. The number of samples was determined through a purposive sampling method, resulting in a total of 100 farmers in Banyuwangi Regency. **Results:** The results indicate that behavioral attitudes and subjective norms do not directly affect the interest in buying organic fertilizer. However, behavioral control and motivation have a direct influence on the interest in buying organic fertilizer. Indirectly, motivation mediates the relationship between behavioral attitudes and behavioral control with the interest in buying organic fertilizer, but it does not mediate the effect of subjective norms on the interest in buying organic fertilizer. **Novelty:** This study provides insights into the role of motivation in mediating the relationship between behavioral factors and the interest in buying organic fertilizer. Additionally, the findings highlight the importance of government support in encouraging and motivating young farmers to improve sustainable agricultural practices.

INTRODUCTION

Since the beginning of modern civilization, development has been inspired largely by the theory of modernization, which views development as a process of modernization of transformation from a traditional society trapped by norms, beliefs, and values that are backward to a more advanced society and a modern society driven by industrialization and capital accumulation that is compatible with development [1]. In the modern era like today, it encourages people to live more consumptive lives. With the global population expected to reach 8.9 billion by 2050 and with the shift in global per capita consumption to a meat-intensive diet, also 1 Along with the increasing demand for biofuels, world food demand is expected to double in that span [2]. If these needs are not met, there is the potential for a food crisis in the world. FAO estimates that more than 60% of the world's population depends on agriculture for survival.

The community's need for food will continue to increase, this is a promising business opportunity to work on. Given that Indonesia is an agricultural country, companies engaged in agriculture are flocking to produce chemical fertilizers to help farmers produce food as a superior commodity. The community buys and uses more chemical fertilizers so that the number of fertilizer applications has exceeded the optimal limit [3]. This behavior has a very large impact on the availability of fertilizer supplies in

Indonesia until the government imports fertilizers from abroad to meet the need for chemical fertilizers.

One of the reasons why people depend on chemical fertilizers is that people are motivated to use chemical fertilizers in an effort to get maximum results [3]. In addition, people who are motivated to buy chemical fertilizers are very high because they are more instant and have a faster effect on plants [4]. However, there are several serious threats to society if they continue to use chemicals, there will be a risk of environmental pollution and risks to human health caused by the use of chemical fertilizers [5]. And in reality, excessive application of chemical fertilizers results in exceeding the standard nitrate content in groundwater and degradation of the ecological environment [3].

Improvement of land management technology is needed to increase soil fertility and thus increase crop productivity [6]. Organic fertilizer is one way out for farmers to maintain environmental sustainability because it contains many benefits for the soil and plants themselves. The use of organic fertilizer is very important to increase soil fertility and crop productivity in soil with intrinsically low soil fertility [6]. The high demand for chemical fertilizers has drastically decreased purchasing power for organic fertilizers. This behavior will unknowingly backfire on the sustainability of the ecosystem.

This study adopts one of the theories widely used by other researchers to identify human behavior. The theory is *the Theory of Planned Behavior* (TPB) developed by Ajzen. Factors that influence individual behavior, through individual interests influenced by attitudes toward behavior, subjective norms, and perceived behavioral control [7]. The attitude factor toward behavior is assumed to be a function of easily accessible beliefs about the possible consequences of behavior [7]. The subjective norm factor is the subjective possibility that a particular individual or group agrees or disagrees with performing the behavior being considered [7]. The perceived behavioral control factor, defined as based on accessible control beliefs [7]. For example, a study examining the determinants that influence citizens' behavioral intentions. The study stated that intentions and behavior have a significant gap but attitudes, behavioral control and knowledge are significantly related to citizens' intentions [8].

Other studies have been conducted to identify people's behavior in purchasing products, one of which is a study that examines people's behavior in purchasing products by developing the TPB theory. The results of the study showed that perceptions of susceptibility, response efficacy, self-efficacy, subjective norms, and attitudes influence purchase intentions [9]. The same study was also conducted using the theory of planned behavior as a theoretical lens to examine the relationship between consumer attitudes toward behavior, subjective norms, perceived behavioral control, and purchase intentions [10]. The results of this study revealed a significant positive relationship between consumer attitudes toward behavior that had strong relationship results, subjective norms had a good relationship, perceived behavioral control had a somewhat good relationship, and purchase intentions had the strongest relationship among all variables that had a relationship. However, other studies found differences in results from previous studies. One of them is a study conducted to analyze consumer purchase

intention behavior based on the TPB theory [11]. The results of this study indicate that *Subjective Norms* do not directly have a positive effect on *Purchase Intention* or *Attitude*. Other studies conducted aim to investigate purchasing behavior towards purchase intention [12]. The results of the study showed that perceived behavioral control, perceived consumer efficacy, environmental concern attitude, social factors and subjective norms all had insignificant effects on consumers' green purchasing intention. Other studies were also conducted to analyze the importance of the new ecological paradigm (NEP) and environmental issues (EC) as factors influencing attitudes toward sustainable behavior in the context of the theory of planned behavior (TPB) [13]. This study also measured attitudes toward intentions to change behavior related to nature and environmental protection in four areas of consumption, energy, food, and mobility. The results showed that attitudes and behaviors influenced intentions to behave pro-environmentally. In addition to the TPB theoretical basis, this study also used motivation to strengthen public perceptions of product purchase interest. However, other studies have examined important factors that are considered to influence consumer intentions to make purchases. The results showed that *behavioral control* did not influence purchase intentions through motivation [14].

From the various studies, there are still gaps in the results obtained because researchers have different opinions and results and there are differences in objects, locations, and times. From these gaps, this study will try to fill the gap through the object of the agricultural world. The problem of purchasing interest in organic fertilizer is very complex if studied using the TPB theory and *purchase intention* considering that Indonesia is an agricultural country with most of the population working as farmers so it is very important to develop knowledge about purchasing interest in organic fertilizer.

RESEARCH METHOD

The community's need for food will continue to increase, this is a promising business opportunity to work on. Given that Indonesia is an agricultural country, companies engaged in agriculture are flocking to produce chemical fertilizers to help farmers produce food as a superior commodity. The community buys and uses more chemical fertilizers so that the number of fertilizer applications has exceeded the optimal limit [3]. This behavior has a very large impact on the availability of fertilizer supplies in Indonesia until the government imports fertilizers from abroad to meet the need for chemical fertilizers.

1. Research Methods

The research method used in this research is quantitative research, quantitative research assumes that the construct being studied can be measured. As for independent variable in study This is behavioral attitudes (STP), subjective norms (NS), behavioral control (KP). Dependent variables or bound variables in study this is purchase interest (PI). While the intervening variable in this study is motivation (MT).

The data collection method is the most important step in research, because the main objective of research is to obtain data [15]. The method used in this research is:

a. Observation

Observation is divided into two types, namely indirect observation and participant observation. Indirect observation is observation where a researcher does not enter the community [15].

b. Questionnaire

A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer [16].

c. Literature Review

Literature studies or bibliography are related to theoretical foundations and other references that are still related to the values, culture and norms that develop in the social situation being researched. In addition, literature studies are also an important part of conducting research because they cannot be separated from scientific literature [15].

2. Population

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn [15]. The population used in this study was the community whose profession was farming, totaling 263,560 people and who had used chemical and organic fertilizers in Banyuwangi Regency.

3. Sample

Sample is part of the number and characteristics owned by the population, considering that the population is very large in number so that it is not possible to study the entire population, then sampling is carried out [15]. The number of samples in this study was 421 people determined by *purposive sampling technique*, namely determining samples according to certain criteria. The criteria used in this study were farmers who had used organic fertilizer and were 20-40 years old because at that age they were considered to be able to provide more relevant answers. And using the Slovin formula to determine the number of samples.

4. Data Analysis

Method analysis data is a method Which used for process results research in order to obtain a conclusion. By looking at the theoretical framework, so technique analysis data Which used in study This is *analysis path* (track) with using the SEM (*Structural Equation Modeling*) model or Structural Equation Model with program warp PLS 5.0. SEM is a bunch technique- technique statistics Which allow testing A series connection Which relatively complicated in a way simultaneous.

RESULTS AND DISCUSSION

Results

Reliability Test

Table 1. Cronbach- α and its distribution.

Statements and subscales	Cronbach- α	Distribution %
STP	0.790	100%
NS	0.813	100%

KP	0.852	100%
MT	0.892	100%
PI	0.829	100%

Source: Data processed in 2025

The data in Table 1 above explains that the Cronbach- α value for each variable is more than 0.7. So it can be said that the data passes the reliability test.

Validity Test

Table 2. Validity test.

	X1(STP)	X2(NS)	X3(KP)	Z(MT)	Y(PI)	Type (a)	SE	P value
X1.1	0.673	-0.177	0.221	-0.160	-0.071	Reflect	0.045	<0.001
X1.2	0.865	-0.004	-0.258	0.019	0.239	Reflect	0.043	<0.001
X1.3	0.846	0.036	0.037	-0.455	0.257	Reflect	0.044	<0.001
X1.4	0.728	0.127	0.058	0.654	-0.516	Reflect	0.044	<0.001
X2.1	0.194	0.831	0.076	-0.076	0.165	Reflect	0.044	<0.001
X2.2	-0.077	0.914	0.038	-0.163	0.041	Reflect	0.043	<0.001
X2.3	-0.277	0.883	-0.219	-0.145	0.264	Reflect	0.043	<0.001
X2.4	0.295	0.522	0.181	0.652	-0.781	Reflect	0.045	<0.001
X3.1	0.237	0.243	0.732	0.262	-0.380	Reflect	0.044	<0.001
X3.2	-0.160	0.027	0.798	-0.167	-0.113	Reflect	0.044	<0.001
X3.3	-0.093	-0.102	0.846	-0.236	0.157	Reflect	0.044	<0.001
X3.4	-0.067	-0.335	0.835	0.174	-0.034	Reflect	0.044	<0.001
X3.5	0.114	0.215	0.778	-0.005	0.340	Reflect	0.044	<0.001
Z1.1	0.204	-0.028	0.178	0.761	-0.236	Reflect	0.044	<0.001
Z1.2	0.004	-0.045	-0.393	0.772	0.110	Reflect	0.044	<0.001
Z1.3	-0.042	0.114	0.192	0.857	0.033	Reflect	0.044	<0.001
Z1.4	-0.136	-0.047	0.003	0.898	0.075	Reflect	0.043	<0.001
Y1.1	-0.147	0.002	0.013	0.266	0.833	Reflect	0.044	<0.001
Y1.2	0.041	0.045	-0.186	0.104	0.902	Reflect	0.043	<0.001
Y1.3	0.116	-0.186	0.424	-0.460	0.788	Reflect	0.044	<0.001
Y1.4	-0.008	0.128	-0.217	0.057	0.817	Reflect	0.044	<0.001

Source: Data processed in 2025

The results of the WarpPLS 6.0 calculations in the table image show that each value on the cross-loadings factor has reached a value above 0.7 with a p-value below 0.001. With thus criteria test validity convergent has fulfilled

Table 3. P values test.

P values

	X1 (STP)	X2 (NS)	X3(KP)	Z (MT)	Y (PI)
X1 (STP)					
X2 (NS)					

X3(KP)				
Z (MT)	<0.001	0.009	<0.001	
Y (PI)	0.413	0.318	<0.001	<0.001

Source: Data processed in 2025

Based on Table 3 above, it can be seen that STP has no effect on PI, NS has no effect on PI, KP has a significant effect on PI, MT has a significant effect on PI, STP has a significant effect on MT, NS has no significant effect on MT, KP has a significant effect on MT.

Table 4. Test p values of indirect effects for paths with 2 segments.

P values of indirect effects for paths with 2 segments

	X1 (STP)	X2 (NS)	X3(KP)	Z (MT)	Y (PI)
X1 (STP)					
X2 (NS)					
X3(KP)					
Z (MT)					
Y (PI)	0.001	0.060	0.001		

Source: Data processed in 2025

Based on Table 4 above, it can be seen that MT can mediate STP against PI, MT cannot mediate NS against PI and KP can mediate STP against PI.

Discussion

1. The Influence of Behavioral Attitudes on Purchasing Interest

Based on hypothesis First behavioral attitudes towards purchasing interest. After done testing and analysis data obtained results Which states that behavioral attitudes do not influence the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H₁ rejected. This could be caused by aspects related to behavioral attitudes such as attitudes of interest, positive attitudes, pleasant experiences and positive attitudes towards the environment that are less in accordance with the perceptions of farmers in Banyuwangi. This also contributes to give impact to purchase interest.

The results of this study reject the theory proposed by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of how attitudes, perceived behavioral control. However, the results of this study are supported by research conducted by [12] which states that attitudes towards environmental concern behavior do not have a significant effect on green purchasing intentions.

2. The Influence of Subjective Norms on Purchasing Interest

Based on hypothesis both subjective norms regarding purchasing interest. After done testing and analysis data obtained results Which states that subjective norms do not

influence the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H_1 rejected. This could be caused by aspects related to subjective norms such as the role of family, the role of friends, the role of co-workers and the role of society that are less in accordance with the perceptions of farmers in Banyuwangi. This also contributes to give impact to *purchasing intention* or interest in purchasing.

The results of this study reject the theory proposed by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although TPB can provide an understandable explanation of subjective norms. However, the results of this study are supported by research conducted by [11] which states that Subjective Norms do not directly have a positive effect on Online *Purchase Intention* or on *Attitude in using E-Commerce Applications*.

3. The Influence of Behavioral Control on Purchasing Interest

Based on hypothesis third, behavioral control over purchasing interest. After done testing and analysis data obtained results Which states that behavioral control has a significant influence on the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H_1 accepted. This could be due to aspects related to behavioral control such as full behavioral control, ability to use, ability to process, ability to process and ability to manage energy and time have been in accordance with the perceptions of farmers in Banyuwangi. This also give impact to purchase interest.

The results of this study are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of subjective norms. The results of this study are supported by research conducted by [10] [11] which reveals a positive and significant relationship between perceived behavioral control and purchase intention.

4. The Influence of Motivation on Purchasing Intention

Based on hypothesis four motivations for buying interest. After done testing and analysis data obtained results Which states that motivation has a significant influence on *purchasing intention* or interest in purchasing organic fertilizer with objects in Banyuwangi Regency, proven the truth or H_1 accepted. This could be due to the existence of aspects related to motivation such as challenges, enjoyment, compensation and pleasure that are in accordance with the perceptions of farmers in Banyuwangi. This also give impact to purchase interest.

The theory of protection motivation according to [9] states that the extension of the health belief model and is generally used as a theoretical basis for studying individual protection behavior. The theory of protection motivation is a theory that discusses motivation for behavioral change. The basic assumption of the theory of protection motivation is that when individuals make pro-environmental decisions, they will consider current behavior and new behavior in terms of costs and benefits. The results of this study are in line with research conducted by [17] which examined the impact of

motivation on consumer intentions to shop. This study shows that motivation has a significant influence on consumer intentions to shop.

5. The Influence of Behavioral Attitudes on Motivation

Based on the fifth hypothesis of behavioral attitudes towards motivation. After done testing and analysis data obtained results Which states that behavioral attitudes have a significant influence on the motivation to purchase organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H_1 accepted. This could be due to aspects related to behavioral attitudes such as attitudes of interest, positive attitudes, pleasant experiences and positive attitudes towards the environment that are in accordance with the perceptions of farmers in Banyuwangi. This is also give impact to purchase motivation.

The results of this study are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of how attitudes, perceived behavioral control. The results of this study are supported by research conducted by [17] which examines the impact of motivation on consumer intentions to shop. This study shows that motivation has a significant influence on consumer intentions to shop.

6. The Influence of Subjective Norms on Motivation

Based on the sixth hypothesis of subjective norms on motivation. After done testing and analysis data obtained results Which states that subjective norms have no significant influence on the motivation to purchase organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H_1 accepted. This could be due to aspects related to motivation such as challenges, enjoyment, compensation and pleasure being in accordance with the perceptions of farmers in Banyuwangi. This also give impact to motivation.

The results of this study are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of how attitudes, perceived behavioral control. The results of this study are supported by research conducted by [17] which examines the impact of motivation on consumer intentions to shop. This study shows that motivation has a significant influence on consumer intentions to shop.

7. The Influence of Behavioral Control on Motivation

Based on the seventh hypothesis of behavioral control on motivation. After done testing and analysis data obtained results Which states that behavioral control has a significant influence on the motivation to purchase organic fertilizer with objects in Banyuwangi Regency, proven the truth or H_1 accepted. This could be due to aspects related to behavioral control such as full behavioral control, ability to use, ability to process, ability to process and ability to manage energy and time have been in accordance with the perceptions of farmers in Banyuwangi. This also give impact to purchase interest.

The results of this study are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of how attitudes, perceived behavioral control. The results of this study are supported by research conducted by [17] which examines the impact of motivation on consumer intentions to shop. This study shows that motivation has a significant influence on consumer intentions to shop.

8. The Influence of Behavioral Attitudes on Purchasing Interest Through Motivation

Based on hypothesis eighth behavioral attitudes towards purchasing interest through motivation as an intervening variable. After done testing and analysis data obtained results Which states that motivation mediates behavioral attitudes towards the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, proven the truth or H_1 accepted.

The results are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of behavioral attitudes. And the study also stated that the factors that influence the intention to purchase organic food in Malaysia by applying the theory of planned behavior and the theory of protection motivation stated that behavioral attitudes influence purchasing intentions through motivation.

9. The Influence of Subjective Norms on Purchasing Interest Through Motivation

Based on hypothesis ninth subjective norms towards purchasing interest through motivation as an intervening variable. After done testing and analysis data obtained results Which states that motivation does not mediate subjective norms towards the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, as proven the truth or H_1 rejected.

The results are not in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is that although the TPB can provide an understandable explanation of subjective norms. However, the results of this study are in line with research conducted by [14]. examined PCF that influences consumer intention to purchase RGT (IPR) in a hybrid behavioral framework. The results of the study stated that Perception-based behavior control and subjective norms do not affect purchase intention through motivation.

10. The Influence of Behavioral Control on Purchasing Interest Through Motivation

Based on hypothesis tenth subjective norms towards purchasing interest through motivation as an intervening variable. After done testing and analysis data obtained results Which states that motivation mediates subjective norms towards the interest in purchasing organic fertilizer with objects in Banyuwangi Regency, proven the truth or H_1 accepted.

The results are in line with the theory put forward by [9]. One of the reasons for the integration of the theory of planned behavior and the theory of protection motivation is

that although the TPB can provide an understandable explanation of behavioral control. The results of this study are in line with research conducted by [18]. with investigated two main questions: first, whether green thinking and green altruism directly predict green purchase intention, and second, how green intrinsic and extrinsic motivations can explain this relationship. The results of this study suggest that behavior moderates green purchase intention.

CONCLUSION

Fundamental Finding : The study reveals several key findings regarding the interest in purchasing organic fertilizer in Banyuwangi Regency. Behavioral attitudes and subjective norms do not influence the interest in purchasing organic fertilizer, while behavioral control and motivation do have an influence. Additionally, behavioral attitudes, subjective norms, and behavioral control influence motivation to purchase organic fertilizer. Motivation is found to mediate the relationship between behavioral attitudes and the interest in purchasing organic fertilizer. However, while motivation does not mediate subjective norms on the interest in purchasing organic fertilizer, it does mediate subjective norms in this context. **Implication :** The results of the study have filled the differences of opinion from various previous studies that studied people's behavior in the world of marketing. These results also serve as a basis for the government to always accompany farmers in the management and use of organic fertilizers so that there are no risks that can harm farmers and provide maximum results. **Limitation :** This research has limitations in that the object is not yet broad enough and the number of samples is limited due to time and cost constraints when the research was conducted. **Future Research :** Future research is expected to fill these limitations with broader objects and additional more interesting variables in order to fill the gaps in research results and be useful in the scientific field.

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