



The Influence of Green Awareness, Environmental Knowledge, Attitudes, And Subjective Norms, On The Purchase Intention Of Tote Bags As Environmentally Friendly Products

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Abstract

This study examines the relationship between environmental knowledge, product awareness, attitudes, subjective norms on consumer purchase intentions for tote bags as environmentally friendly products in Surabaya. The type of research used is quantitative research through a consumer survey approach. The sampling technique used was purposive sampling. Data collection is done by survey method through google form filled in by respondents. The research sample used was 150 respondents who had bought and used tote bag products in the Surabaya area. In this study, the test used in statistical analysis is hypothesis testing with PLS-SEM (Partial Least Square Structural Equation Modeling) software and WarpPLS 7.0. Based on the management results, (1) Environmental knowledge has a significant effect on Purchase Intention; (2) Product Awareness has a significant effect on Purchase Intention; (3) Attitude has a significant effect on Purchase Intention; and (4) Subjective Norms have no significant effect on Purchase Intention.

Keywords: Environmental Knowledge; Product Awareness; Attitude; Subjective Norms, Purchase Intention

Abstrak

Penelitian ini mengkaji hubungan antara pengetahuan lingkungan, kesadaran produk, sikap, norma subjektif terhadap niat beli konsumen tote bag sebagai produk ramah lingkungan di Surabaya. Jenis penelitian yang digunakan adalah penelitian kuantitatif melalui pendekatan survei konsumen. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Pengumpulan data dilakukan dengan metode survei melalui google form yang diisi oleh responden. Sampel penelitian yang digunakan adalah 150 responden yang pernah membeli dan menggunakan produk tote bag di wilayah Surabaya. Pada penelitian ini pengujian yang digunakan dalam analisis statistik adalah pengujian hipotesis dengan software PLS-SEM (Partial Least Square Structural Equation Modeling) dan WarpPLS 7.0. Berdasarkan hasil pengelolaan, (1) Pengetahuan lingkungan berpengaruh signifikan terhadap Niat Beli; (2) Kesadaran Produk berpengaruh signifikan terhadap Niat Beli; (3) Sikap berpengaruh signifikan terhadap Niat Beli; dan (4) Norma Subjektif tidak berpengaruh signifikan terhadap Niat Beli.

Kata Kunci: Pengetahuan Lingkungan; Kesadaran Produk; Sikap; Norma Subjektif; Niat Beli

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1. INTRODUCTION

The need for people to use plastic bags as grocery bag containers has become a normal routine found in various places such as traditional markets, modern retail stores and supermarkets (Nuraminah et al., 2022). This makes the waste generated in these activities. Disposable shopping bags such as plastic shopping bags because waste generated by the community that can produce waste that is not friendly to the environment. According to Baxter et al. (2022) in Indonesia alone, Indonesia is the second largest producer of marine debris after China. As a percentage of marine plastic debris, Indonesia contributes 0.48 to 1.29 MMT/year. Some research suggests that an average Indonesian produces 700 plastic bags annual (Ginting et al., 2020). This increase in waste in Indonesia certainly requires a reevaluation of waste management methods and a review of the existing system (Nuraminah et al., 2022). It is conceivable that if everyone is determined not to use various types of non-environmentally friendly products such as plastic bags, then waste in the world and in Indonesia can be avoided to the lowest point.

But the current trend shows a positive side with consumers' increasing awareness of the environment. Nielsen's report, *Sustainable Shoppers: Buy the Change They Wish to See in the World*, states that 81 per cent of consumers want companies to contribute to improving environmental conditions. This consumer awareness of environmental responsibility is especially among young people, millennials (85 per cent) and gen Z (80 per cent). More than 73 per cent of consumers said they are ready to switch to more environmentally friendly products and 41 per cent said they prefer natural and organic products. Many consumers are more literate about clean and sustainable beauty. Because of information on social media, many consumers choose environmentally friendly products because of personality reflections.

The government also issued a strict regulation, namely in Government Regulation of the Republic of Indonesia Number 81 of 2012 concerning Management of Household Waste and Waste Similar to Household Waste in article 11, where one of them urges the government to limit plastic bags. With this regulation, Indonesia is expected to be able to reduce waste generation by 2025. So with the existing policies, it is imperative that we obey and start switching to not using disposable shopping bags, but using environmentally friendly shopping bags such as tote bags that can be used repeatedly as shopping containers. The high public awareness of environmental issues has led to a new trend called green living. This lifestyle creates a habit where people consume or use a product by minimising the impact of environmental damage that is likely to occur. We can see this lifestyle everyday and it is even starting to be applied in various restaurants by minimising plastic waste, such as using recycled goods and avoiding disposable goods.

Environmental campaigns and actions about this trend began to emerge in the 2000s. Not only concerned about plastic waste, this lifestyle also pays attention to the issue of global warming. Earth hour is one example of the results of this campaign action. The existence of an environmentally friendly lifestyle will certainly affect the purchasing behavior of an item or product. People tend to consume environmentally friendly products due to their environmental awareness. This type of consumer is often referred to as green orientation, the number of which is expected to continue to increase over time. The majority of consumers have realised that the purchasing behavior of the products they buy will have an impact on the surrounding environment, so this is a consideration for consumers to decide to buy the products they want.

Green awareness is a form of social orientation that can be defined as an effort to concentrate on the welfare of individuals and society in the long term, through reducing negative consequences

associated with products. Consumers who have high green awareness will be more conscious of buying green products. Green awareness has a direct impact on customers' willingness to pay for green products and is directly tied to consumer behavior. Green awareness has a positive impact on green product purchase intentions (Haiyan Li, 2020). In research (Shen 2012) in (Haiyan Li 2020), found that consumers who have high green awareness will be more willing to buy green products compared to consumers who have lower green awareness. Therefore, educating consumers with green awareness is seen as an appropriate method to build credibility in terms of environmental friendliness. (Siti Nuraminah 2022), found that green mindfulness and green apparent worth altogether affect buyer purchasing interest of Instagram supporters on harmless to the ecosystem shopping packs (tote bags). However, in contrast to previous research, research conducted by Irham Pandu Dermawan, Rudy P. Tobing, and Nike Larasati (2022) found that green awareness does not have a significant influence on green product purchase.

Attitude is an expression of a person's feelings that reflects likes or dislikes towards an object or group of certain objects. An individual's disposition is the consequence of a mental cycle that can't be noticed straightforwardly yet should be construed based on what is said and done Ida Ayu Debora Indriani; Mintarti Rahayu; Djumilah Hadiwidjojo, (2019). Chen and Chai (2010) in Ida Ayu Debora Indriani (2019) characterize disposition as a sign of preferences or abhorrences and an individual's demeanor in answering different natural issues is an impression of how much an individual need to be engaged with enviromental protection. Numerous studies by Saichao (2018) and Debora Indriani et al. (2019) demonstrate that environmental knowledge has a significant impact on attitudes. Julina (2013) likewise found that natural information can influence customer mentalities, implying that the higher the degree of information and regard for the climate moved by a shopper, the higher the biological disposition moved by that buyer contrasted with purchasers who don't have information and thoughtfulness regarding the climate which thusly influences their environmental way of behaving.

The better the ecological information moved by customers, the more purchasers will be aware of the nature of harmless to the ecosystem items, so it will build their inspiration to purchase harmless to the ecosystem items. Environmental knowledge about environmental issues has been identified as a significant predictor of environmentally friendly behavior Vining and Ebreo. Ria Karina Ginting (2018) found that environmental knowledge, attitudes, government initiatives, and peer pressure have a positive influence on consumers' green product purchase intentions in Malaysia. Situational factors such as social norms that apply in the consumer's social environment can also influence the purchase intention of green products, including subjective norms. Subjective norms can be defined as the social pressure exerted on a person to engage in certain behavior (Elafansa, 2020).

Emotional still up in the air by the apparent prevalent burden from others for somebody to act with a particular goal in mind and their inspiration to follow the perspectives on those individuals Ham et al., (2015) in Sierra Elafansa R, (2020). Subjective norms are related to social norms that define behavior to do or not, if the norm is not obeyed it will have a direct impact on consumer psychology such as fear and ostracism (Kusumawati & Tiarawati, 2022). Several studies have reported that subjective norms have a positive effect on the purchase intention green products Sierra Elafansa R, (2020). Previous research by Yadav and Pathak (2016) in Sierra Elafansa R (2020), showed that subjective norms are correlated with individual purchase intention green products. Another study by Maloney et al., (2014) in Sierra Elafansa R (2020) states that subjective norms have a positive relationship to purchase intentions for organic clothing products. Based on the

explanation above, researchers are interested in researching "Green Awareness, Environmental Knowledge, Attitudes, and Subjective Norms, Towards the Purchase Intention of Tote Bag as an Environmentally Friendly Product"

2. LITERATURE REVIEW

2.1. Green Awareness

Green awareness is a form of social orientation that can be defined as an effort to concentrate on the welfare of individuals and society in the long term, through reducing negative consequences associated with products. Customers who are environmentally conscious will be more likely to purchase environmentally friendly goods. Green mindfulness straightforwardly affects clients' eagerness to pay for green items and is straightforwardly attached to purchaser conduct. Green mindfulness decidedly affects green item buy goals. In Shen's (2012) research in Haiyan Li (2020), found that consumers who have high green awareness will be more willing to buy green products compared to consumers who have lower green awareness. Therefore, educating consumers with green awareness is seen as an appropriate method to build credibility in terms of being environmentally friendly.

2.2. Environmental Knowledge

Natural information is a bunch of biological information moved by people about the climate. The better the natural information moved by purchasers, the more customers will be aware of the nature of harmless to the ecosystem items and will build their inspiration to purchase harmless to the ecosystem items. Natural information is a fundamental information moved by an individual with respect to all that should be possible and endeavored to aid ecological security by working with their conduct obligation to buying green items (Chen 2013, in Ida Ayu Debora Indriani, et al, 2019). As per Murray and Schlcater in Haryadi (2019), information is known as a trademark that influences all stages in the dynamic cycle, explicitly information is a significant and significant develop that influences how customers gather and sort out data, how much data is utilized for navigation and how buyers assess items and administrations As per Calroche et al in Haryadi (2019), shopper information is ordered into three overall areas, specifically: knowledge of the product, its use, and its purchase.

2.3. Attitude

Mentality is a declaration of an individual's sentiments that reflect likes or abhorrences towards an item or gathering of articles. An individual's disposition is the consequence of a mental cycle that can't be noticed straightforwardly yet should be construed based on what is said and done. Chen and Chai (2010) in Ida Ayu Debora Indriani, et al (2019) characterize disposition as a sign of preferences or aversions and one's demeanor in answering different ecological issues is an impression of how much an individual needs to be engaged with natural preservation. Julina (2013) in I Putu Gde Sukaatmadja, I Gst., Ayu Stia Rini Ayu Kt. Giantari (2018), likewise found that natural information can influence customer mentalities, implying that the higher the degree of information and regard for the climate moved by a shopper, the higher the biological disposition moved by that buyer contrasted with purchasers who don't have information and thoughtfulness regarding the climate which thusly influences their environmental way of behaving.

2.4. Subjective Norms

Subjective norms are social influences that influence a person to behave Nuryanto et al. (2020). Subjective norms are formed from the *closest circle*, the environment, and the attributes of *successful entrepreneurs* Simanihuruk et al. (2021). Indicators of subjective norm measurement, namely beliefs of parental support, beliefs of sibling support, beliefs of friend support, beliefs of lecturer support, and beliefs of entrepreneur support Adi et al. (2018). Subjective norms can be defined as the social pressure exerted on a person to engage in certain behaviors Sierra Elafansa R, (2020). Emotional not entirely settled by apparent prevalent difficulty from others for somebody to act with a particular goal in mind and their inspiration to follow the perspectives on those individuals Ham et al., (2015) in Sierra Elafansa R, (2020). Subjective norms relate to social norms that define behavior to do or not, if the norm is not obeyed it will have a direct impact on consumer psychology such as fear and exclusion Bamberg, (2007) in Sierra Elafansa R, (2020). A few examinations have detailed that emotional standards emphatically affect the aim to purchase green items Sierra Elafansa R, (2020).

2.5. Purchase Intention

According to Kotler and Armstrong (2019), purchase intention is the tendency of consumers to purchase a product that truly fulfills their needs. As per Ayu Stia Rini, I Putu Gde Sukaatmadja, and I Gst. Ayu Kt. Giantari (2019), express that buy expectation is a cycle that reviews and examinations the motivations behind why customers purchase items in specific spots. This implies that what advertisers realize is the reason or reason that customers have in their goal to purchase an item. According to Giantari (2019), purchase intention is a measure of consumers' likelihood of purchasing a product; a higher purchase intention indicates a larger purchase. Buy goal is a course of customers choosing whether or not to utilize an item that they feel is gainful to them.

3. HYPOTHESES DEVELOPMENT

3.1. Effect of green awareness on purchase intention.

Products Consumers who have high green awareness will be more aware of buying green products. Green awareness has a direct impact on customers' willingness to buy green products. pay for green products and is directly tied to consumer behavior. Green awareness has a positive impact on green product purchase intentions (Haiyan Li, 2020). In Shen's (2012) research in Haiyan Li (2020), found that consumers who have high green awareness will be more willing to buy green products compared to consumers who have lower green awareness. Therefore, educating consumers with green awareness is seen as an appropriate method to build credibility in terms of environmental friendliness Ayodele et al., (2017) in Siti Nuraminah, (2022). Siti Nuraminah (2022), found that green awareness and green perceived value have a significant effect on consumer purchase intention of Instagram followers on environmentally friendly shopping bags (tote bags).

H1: Green awareness has a significant positive effect on purchase intention

3.2. Effect of environmental knowledge on attitude

Chen and Chai (2010) in Ida Ayu Debora Indriani, et al (2019) characterize mentality as a sign of preferences or aversions and one's demeanor in answering different ecological issues is an impression of how much an individual needs to be engaged with natural protection Ecological information is demonstrated to affect perspectives, this is apparent in a few examinations led.

Giantari (2018), likewise found that natural information can influence customer mentalities, implying that the higher the degree of information and regard for the climate moved by a shopper, the higher the biological disposition moved by that buyer contrasted with purchasers who don't have information and thoughtfulness regarding the climate which thusly influences their environmental way of behaving.

H2: Environmental knowledge has a significant positive effect on attitude

3.3. Effect of attitude on purchase intention

There is serious areas of strength for a critical impact of mentalities on the craving to purchase green or harmless to the ecosystem items, this implies that buyers with solid ecological perspectives will think about harmless to the ecosystem items and will pay something else for items that benefit the climate (Hairdresser et al., 2019). As per Cheah and Ian (2020), that there is an impact of mentalities on green items on the readiness to purchase green items for understudies of an enormous college in Australia. In Sabahan, Malaysia, attitudes of consumers have a significant impact on their intentions to purchase environmentally friendly products (Aman et al., 2022). Mei et al., (2012) in Ria Karina Ginting (2018) tracked down that natural information, mentalities, government drives, and friend pressure affect shoppers' green item buy goals in Malaysia

H3: Attitude has a significant positive effect on purchase intention

3.4. Effect of environmental knowledge on purchase intention

The information that shoppers have about the climate can affect the buy goal of harmless to the ecosystem items. Positive and significant in Malaysia's green product purchase intention (Mei et al., 2022). This is likewise upheld by different examinations which express that information about the climate meaningfully affects buy goals in customers of green items in Pakistan (Ali and Israr, 2022). There is a positive and colossal effect of data about the environment on the purchase assumption for green things in clients of green things in Sabahan, Malaysia (Aman et al., 2020). Besides, it was observed that there is a positive and massive impact of ecological information on the buy aim of green items on account of the dress business in Pakistan. that the rising natural information that exists in purchasers, the aim to purchase harmless to the ecosystem items possessed by shoppers will expand (Saeed et al., 2023). Mei et al., (in Ria Karina in 2012). Ginting (2018) tracked down that ecological information, perspectives, government drives, and companion pressure affect customers' green item buy goals in Malaysia.

H4: Environmental knowledge has a significant positive effect on purchase intention

3.5. Effect of subjective norms on purchase intention

Subjective norms relate to social norms that define behavior to do or not, if the norm is not obeyed it will have a direct impact on consumer psychology such as fear and exclusion (Bamberg, 2007 in Sierra Elafansa R, 2020). Several studies have reported that subjective norms have a positive effect on the purchase intention green products (Sierra Elafansa R, 2020). Previous research by Yadav and Pathak (2016) in Sierra Elafansa R (2020), showed that subjective norms are correlated with individual purchase intention green products. Another study by Maloney et al., (2014) in Sierra Elafansa R (2020) states that consumers' intentions to purchase organic clothing products are positively correlated with subjective norms.

H5: Subjective norms has a significant positive effect on purchase intention

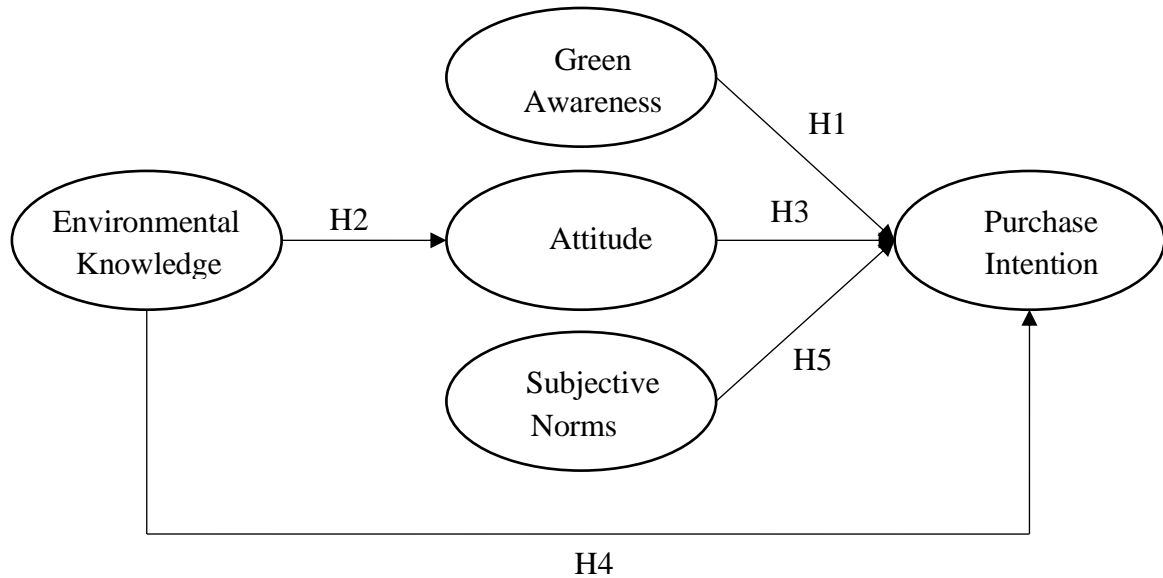


Figure 1. Conceptual Framework

Source: Author, 2023

4. RESEARCH METHODS

4.1. Type of Research

The technique utilized in this examination is clear with a quantitative methodology. Quantitative research is research that aims to test how positive a hypothesis can be measured based on data to be tested in a particular population or sample, and data obtained by utilising previous research or actually instruments in the hope that it can be used as a more complex scientific study, namely quantitative / the purpose of statistical data analysis is to test predetermined hypotheses. In the interim, spellbinding examination is a technique used to dissect information by gathering information without making general ends (Sugiyono, 2019). The questionnaire made is closed and only experienced by the respondent himself. The questions and answers have been provided to the respondent, and the respondent simply answers the questions that have been provided.

4.2. Location and Time of Research

This study was carried out in the city of Surabaya, in the month of September 2023 to with December 2023.

4.3. Population and sample

The sample is respondents aged at least 19 years who have made at least one purchase in the last 1 month. This research data was collected by distributing questionnaires to consumers who meet the criteria such as having shopped using tote bags (Nuraminah et al., 2022). Those who are willing to become respondents are then given a link that leads to a questionnaire to be filled out online. This provided convenience for respondents as they could fill it out at their leisure. The study collected responses from 150 respondents.

Table 1. Research Variables and Measurement Items

Variable	Code	Function	Reference
Green Awareness	GA1	Heard about eco-friendly products.	Ansu & Mensah (2021)
	GA2	Detailed knowledge and understanding of eco-friendly products.	
	GA3	Difference between eco-friendly products and conventional products.	
	GA4	I buy eco-friendly products instead of common /conventional products.	
	GA5	I am aware that buying eco-friendly products contributes to a sustainable future.	
	GA6	I realised that shopping using a tote bag would contribute more to a sustainable future	
Attitude	SP1	I like the idea of buying eco- friendly products	Nguyen & Nguyen (2021)
	SP2	Buying eco-friendly products is a good idea.	
	SP3	I have a good attitude towards purchasing eco-friendly products.	
	SP4	I think buying eco-friendly products is a civilised behavior	
Subjective Norms	NS1	I think buying green products is a positive trend. Most people are important to.	Nguyen & Nguyen (2021)
	NS2	I think I should buy eco-friendly products when I make a purchase.	
	NS3	Most people who are important to me want me to buy eco-friendly products when making a purchase.	
	NS4	People whose opinion I value would prefer that I buy eco- friendly products.	
	NS5	Most people close to me want me to buy green products when they are about to buy Green products are generally available in the stores where I usually shop.	
Environmental Knowledge	EK1	I know that plastic bags take years to decompose.	Ansari & Siddique (2019)
	EK2	I know that plastic bags cause pollution.	
	EK3	I know the cause of global warming	
	EK4	I know the consequences of "global warming.	
	EK5	Humans are really destroying the environment.	
Purchase Intention	NB1	I will probably buy eco-friendly products next month.	Ansu & Mensah (2021)
	NB2	I intend to switch to a more environmentally friendly product.	
	NB3	I am willing to buy eco-friendly products for personal use.	
	NB4	I will try to buy eco-friendly products for my own use.	
	NB5	I plan to buy eco-friendly products because they don't pollute the environment.	

4.4. Data collection techniques

The kind of exploration utilized is quantitative examination through a buyer overview approach

as shown in Table 1. Purposive sampling is the method of sampling that is used. Information assortment was completed through an overview strategy through a google structure finished up by respondents. The variables in this study are measured using a scale called a Likert scale of 1- 5. The research sample used was 150 consumers of tote bag products in Surabaya at least 19 years old and have shopped using tote bags at least once in the last 1 month. Testing in this study uses statistical analysis with PLS-SEM and WarpPLS 7.0 software.

5. RESULTS AND DISCUSSION

5.1. Results

After distributing questionnaires to respondents, there were several responses from respondents. Then all the data that has been entered is checked and it is found that the data of 150 respondents can be processed. Table 2 shows the classification of demographic data based on the characteristics of the respondents used in this study.

Table 2. Characteristics of Respondents

Variable	Category	Frequency	Percentage
Gender	Women	80	54%
	Male	70	46%
	Total	150	100%
Age	19-23 years old	145	96%
	25-30 years old	5	3.3%
	31-36 years old	0	0%
	37-42 years old	0	0%
	>42 years	0	0%
	Total	150	100%
Jobs	Student	120	80%
	Self-employed	14	9.3%
	Housewife	2	1.33%
	Private Employee	14	9.3%
	PNS	0	0%
	Total	150	100%
Last Usage	Never	0	0%
	1-2 times	7	4.6%
	3-5 times	79	52.7%
	6-10 times	64	42.7%
	>10 times	0	0%
	Total	150	100%

Source: Data processed, 2023

In Table 2, the most respondents were female with eighty respondents and seventy male respondents. It can be concluded that tote bag users are dominated by women. It can be seen that the highest age of respondents is in the age range of 19 years - 24 years as many as one hundred and forty-five respondents. Followed by the second number in the age range 25 years - 30 years as many as 5 respondents. In light of this information, it is realized that most of shoppers who are respondents

to handbags are in their teenagers, to be specific 19 years - 24 years. It can be seen that the largest number of respondents work as students as many as one and twenty. Followed by self-employed as many as fourteen respondents, then followed by housewives as many as two respondents, and followed by private employees as many as fourteen respondents. Based on this data, it is known that consumers who are respondents to tote bag products are mostly students. The majority of tote bag usage is at 3-5 times as many as 79 respondents. Then followed by 6-10 times as many as 64 times followed by 1-2 times usage as many as 7 respondents.

Table 3. Validity and Reliability Test

Variables		Code	Loading Factor	AVE	P-Value	CR	CA
Environmental Knowledge (EK)		EK1	(0.677)	(0.614)	<0.001	0.746	0.576
		EK2	(0.698)		<0.001		
		EK3	(0.672)		<0.001		
		EK4	(0.603)		<0.001		
		EK5	(0.742)		<0.001		
Green Awareness (GA)		GA1	(0.622)	0.569	<0.001	0.770	0.641
		GA2	(0.618)		<0.001		
		GA3	(0.629)		<0.001		
		GA4	(0.665)		<0.001		
		GA5	(0.625)		<0.001		
		GA6	(0.675)		<0.001		
Attitude (SP)		SP1	(0.692)	0.506	<0.001	0.769	0.640
		SP2	(0.608)		<0.001		
		SP3	(0.761)		<0.001		
		SP4	(0.637)		<0.001		
		SP5	(0.644)		<0.001		
		SP6	(0.685)		<0.001		
Subjective Norm (NS)		NS1	(0.741)	0.581	<0.001	0.754	0.566
		NS2	(0.699)		<0.001		
		NS3	(0.698)		<0.001		
		NS4	(0.620)		<0.001		
Purchase Intention (NB)		NB1	(0.616)	0.625	<0.001	0.720	0.514
		NB2	(0.630)		<0.001		
		NB3	(0.649)		<0.001		
		NB4	(0.633)		<0.001		
		NB5	(0.614)		<0.001		

Source: Data processed, 2023

The validity test is needed to test the question items used in the study, whether the items are valid and the results of the respondents' answers are correct or not on the questionnaire that has been distributed. The validity test was carried out using WarpPLS software (Ali Memon et al., 2021). The validity test is divided into two, namely: convergent validity test and discriminant validity test. The convergent validity test looks at whether each research instrument converges according to the criteria

and can be seen with an AVE value ≥ 0.5 and a loading factor value > 0.6 (Hair et al., 2012). The results of testing variable items are constant or remain the same and can be declared valid. According to the results of the table the test results of the statement items can be continued for the process.

The reliability test is used to test whether the question items of a variable are reliable or not. The reliability test on the variable will be said to be solid assuming that the respondent's response is steady and predictable over the long haul. A research instrument is said to be reliable if it shows Cronbach's Alpha > 0.6 and Composite Reliability > 0.7 (Hair et al., 2019). Reliability testing has been carried out for a large sample for statement items of all variables found to show results according to the criteria and is said to be reliable.

The inner model analysis examines the results of the value of the coefficient of determination or test (R²), (R²-Adjusted), multicollinearity test, and predictive relevance or test (Q²). The (R²) test can be classified into three groups, namely 0.75, 0.50 and 0.25 which are classified into substantial, moderate, and weak and if the R-Square value is above 0.90 then it is said to be indicative of overfit (Hair et al., 2017). Another value that is seen is the value (Q²). The value that indicates a good Q-square test is if the value is > 0 and the values above 0, 0.25 and 0.50 are defined as small, medium, and large (Hair et al., 2019).

Table 4. Measurement Model Result

Variables	Code	VIF value	R ²	Adjusted R ²	Q ²
Environmental Knowledge	EK	1,952	-	-	-
Green Awareness	GA	1,914	-	-	-
Attitude	SP	2,045	0,284	0,280	0,270
Subjective Norms	NS	1,991	-	-	-
Purchase Intention	NB	2,517	0,625	0,615	0,614

Source: Data processed, 2023

The results of this study were tested with Warp PLS 7.0 software. This software is used as a measuring tool to predict model constructs in research using various factors and collinear relationships. The following are the final results of the research data collected from respondents and have been processed by WarpPLS 7.0 software.

Table 5. Test Result Hypothesis

Hypothesis	Path Coefficient	p-value	Conclusion
H1 Green awareness → purchase intention	0,490	0,001	Accepted
H2 Environmental knowledge → attitude	0,533	0,001	Accepted
H3 Attitude → purchase intention	0,358	0,013	Accepted
H4 Environmental knowledge → purchase intention	0,276	0,047	Accepted
H5 Subjective Norm → purchase intention	0,268	0,052	Accepted

Source: Data processed, 2023

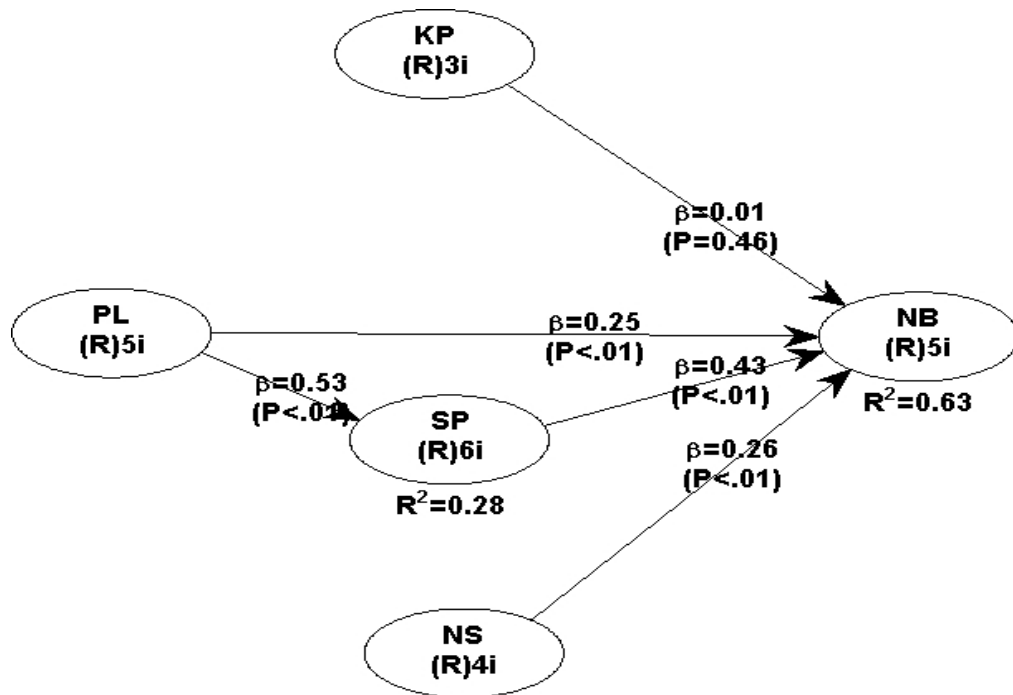


Figure 2. Running Model Result
Source: Author, 2023

Table 5 shows that the Path Coefficient value indicates the level of significance in the hypothesis testing (Ali Memon et al., 2021). Based on the results of testing the processed data in Table 5, the following hypothesis testing results were obtained:

The results of hypothesis test 1 (H1) show that the coefficient (β) value of Green awareness on purchase intention has a value of 0.490 with a p-value of 0.001. So it can be concluded that Green awareness has a significant effect on purchase intention which is expressed by ($\beta = 0.490, p < 0.001$) which means it supports hypothesis 1 (H1).

The results of hypothesis test 2 (H2) show that the coefficient value (β) of Environmental knowledge on Attitude has a value of 0.533 with a p-value of 0.001. So it can be concluded that Environmental knowledge has a significant effect on attitude which is expressed by ($\beta = 0.533, p < 0.001$) which means it supports hypothesis 2 (H2).

The results of hypothesis test 3 (H3) show that the coefficient value (β) of attitude towards purchase intention has a value of 0.358 with a p-value of 0.013. So it could happen concluded that attitude has a significant effect on stated purchase intention with ($\beta = 0.358, p < 0.001$) which means it supports hypothesis 3 (H3).

The results of testing hypothesis 4 (H4) show that the coefficient value (β) of Environmental Knowledge on purchase intention has a value of 0.276 with a p-value of 0.047. So it could happen concluded that Environmental Knowledge has a significant effect on purchase intention expressed by ($\beta = 0.276, p < 0.001$) which means it supports hypothesis 4 (H4).

The results of hypothesis test 5 (H5) show that the subjective norm coefficient (β) value on purchase intention has a value of 0.268 with a p-value of 0.052. So it could happen concluded that subjective norms have a significant effect on stated purchase intention with ($\beta = 0.268, p < 0.001$) which means it supports hypothesis 5 (H5).

5.2. Discussion

Environmental pollution due to plastic waste continues to grow. This makes further understanding of the purchase intention of tote bags as environmentally friendly products important. Despite the importance of this understanding and Indonesia as the country with the largest population in Southeast Asia, research on the purchase intention of tote bags is still limited to research outside the context of Indonesian consumers. This study was conducted in line with the advice available in previous studies (Ansu & Mensah, 2021; Ginting et al., 2020; Nuraminah et al., 2022). This study has five important findings in this regard.

First, green awareness has a significant on purchase intention. The effect of green awareness on purchase intention has a coefficient value of 0,490. Green awareness basically affects the purpose of the purchase intention. The green awareness indicator has the lowest value of online shopping experience related to buying tips from others (GA2) with a loading factor value of 0,618. The right way to fix this is to reduce the use plastic bags which can pose many risks over time (Ginting et al., 2020) and necessitate increased consumer environmental awareness (Kusumawati & Tiarawati, 2022). The results of this study are consistent with the study Ansu & Mensah (2021). The difference is that this study focuses on the intention to buy environmentally friendly products in Surabaya, while Ansu & Mensah (2021) focus on the intention to buy environmentally friendly products in Ghana. The results of this study also confirm (Nuraminah et al., 2022) that green awareness is an important element to increase consumer purchase intention in purchasing environmentally eco-friendly products. The above findings are important because they show the consistency of global consumer behavior, namely responding to green awareness by having a purchase intention on environmentally eco-friendly products.

Second, environmental knowledge has a significant influence on attitudes. The effect of environmental knowledge on attitude has a coefficient value of 0,533. The results of this study are consistent with research Rini et al. (2017). The difference is that this research focuses on purchasing environmentally eco-friendly products in the form of tote bags in Surabaya, while Rini et al. (2017) focuses on purchasing The Body Shop products in Denpasar. High environmental knowledge can stimulate changes in attitudes among consumers, such as avoiding products that can damage nature (Indriani et al., 2019). Consumers who have good environmental knowledge, they tend to be motivated to participate in initiatives and support environmental protection through attitudes (Anam et al., 2021). This indicates that the disposition has an impact on the purpose of the purchase intention.

Third, attitude has a significant on purchase intention. The effect of attitude on purchase intention has a coefficient value of 0,358. Basically, attitude can influence purchase intent. The results of this study are in line with the research of Nguyen & Nguyen (2020). The difference is that this study focuses on consumers in Surabaya while Nguyen & Nguyen (2020) on consumers in Vietnam. The attitude indicator has the lowest value of online shopping experience related to buying eco-friendly product (SP2) with a loading factor value of 0,608. The consequence is that a viable inspirational perspective will be an area of strength for a quick goal (Indriani et al., 2019). Similarly, buyers will generally decide to purchase items that are seen as harmless to the ecosystem while deciding on purchasing options (Akram & Kortam, 2020).

Fourth, environmental knowledge has a significant on purchase intention. The effect of environmental knowledge on purchase intention has a coefficient value of 0,276. Environmental knowledge basically affects the purpose of the purchase intention. The environmental knowledge

indicator has the lowest value of consequences of global warming (EK4) with a loading factor value of 0,603. The results of this study are consistent with research Indriani et al. (2019). The difference is that this research focuses on purchasing environmentally eco-friendly products in the form of tote bags customers in Surabaya, while Indriani et al. (2019) focuses on purchasing The Body Shop products at State Universities in Manado - North Sulawesi, Sam Ratulangi University and Manado State Polytechnic. This research reflects that environmental knowledge is an important element for purchase intention. Ansari & Siddique (2019) states that good environmental knowledge will really want to lead buyers in pursuing more educated decisions and thinking about the purpose of the purchase and the natural effects of the goods to be purchased.

Fifth, subjective norm has a significant on purchase intention. The effect of subjective norm on purchase intention has a coefficient value of 0,268. Subjective norm basically affects the purpose of the purchase intention. The subjective norm indicator has the lowest value of people whose opinion would prefer buy eco-friendly products (NS4) with a loading factor value of 0,620. The results of this study are consistent with research Nguyen & Nguyen (2021). The difference is that this study focuses on consumer tote bag in Surabaya, while Nguyen & Nguyen (2020) on green consumption behaviors of millennials at Vietnam. The above findings are important because they indicate the consistency of the influence of subjective norms in increasing purchase intention. The implication is that emotional standards can cause purchases to take into account the perspectives or tendencies of family, friends or those closest to them in dynamic cycles (Anam et al., 2021). The presence of strong emotional standards can influence a buyer's purchase purpose towards an eco-friendly item (Peña-García et al., 2020).

6. CONCLUSIONS AND SUGGESTIONS

6.1. Conclusion

The results of this study are environmental knowledge, product awareness, attitudes, subjective norms have a positive effect on the purchase intention of Tote Bag consumers in Surabaya. It can be interpreted that (1) If environmental knowledge on the product increases, then consumer purchase intention also increases. (2) Product awareness formed in consumers affects purchase intention. When consumers have a high commitment, this awareness will also increase. (3) Attitudes significantly affect consumer purchase intentions. High consumer attitudes will affect consumer purchase intentions, especially in this research phenomenon. (4) Subjective norms formed in consumers affect purchase intentions. When consumers have a person's perception or view of the beliefs of others, it will affect the interest in making a purchase intention.

6.2. Suggestions

This study presents some limitations. The impediment of this study is that information assortment was directed through an internet-based overview. So that respondents can give responses in accordance with social norms or expectations. Without reflecting real actions related to the use of tote bags as environmentally friendly products. Researchers get respondents with demographic restrictions, namely the city of Surabaya. The consequences of this study are supposed to be an assessment and improvement for organizations that carry out harmless to the ecosystem items by executing handbags as a substitute for plastic packs. Disposition is the greatest variable that impacts customer buy goals for handbags. Based on this research, companies are expected to make

demonstrations that improve consumer attitudes so that they are in line with increasing purchase intentions for tote bags as environmentally friendly products. For future specialists who are keen on proceeding with this exploration, it is trusted that they can foster it by utilizing different factors that impact repurchase expectations and need to expand the quantity of tests taken so this examination can be completed can be grown further. The suggestions explained include the limitations of the research that explain the limitations and constraints in the implementation of the research and then provide suggestions for future research. Suggestions and research limitations can be separated or made into one sub-topic.

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