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Factors Affecting Repurchase Intention Green Product Based on Theory of Planned Behavior Model

Latifu Itsnaini Khoirun Nafiah[1a◆], Lobes Herdiman[1b], Taufiq Rochman[1c]

Abstract. *Indonesia, according to the Ministry of Environment and Forestry, produced over 40 million tonnes of waste in 2023, with plastic waste accounting for nearly 20%. However, the country' s plastic recycling rate is only around 10%. To address this issue, the bottled drinking water company PT Danone Aqua has introduced Aqua Life, a product with packaging made entirely from recycled and recyclable materials. However, over the years, the company's brand index has declined. Meanwhile, recycled innovation products have sustainable benefits that can overcome the problem of plastic waste. This study aims to determine the factors that influence repurchase intention of Aqua Life using the development of the Theory of Planned Behavior (TPB) model. The survey results were analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM). The results of the study indicate that perceived behavioral control, subjective norms, and product attributes have a significant positive influence on repurchase intention green products.*

Keywords: *Theory of Planned Behavior (TPB); repurchase intention; green product; Partial Least Square-Structural Equation Model (PLS-SEM)..*

I. INTRODUCTION

Indonesia, according to data from the National Waste Management Information System of the Ministry of Environment and Forestry, produced 40,142,395 tonnes of waste in 2023, or at least 109,679 tonnes a day, and plastic waste accounted for 19.14% of the total waste, or about 20,922 tonnes. In 2015, Indonesia ranks second in the list of the world's top plastic waste contributors (Jambeck et al., 2015).

Open dumping is the most common method of waste disposal in Indonesia, causing significant risks to public health and the environment. Only about 39% of the waste generated in Indonesia will be collected and transported to a proper landfill. Poor waste management practices also lead to problems with plastic waste pollution. Most plastics that are not recycled are incinerated or landfilled, where they end up in the oceans. The National Plastic Action Partnership revealed that Indonesia's plastic recycling rate in 2020 is around 10% of the total plastic waste production. Presidential Regulation No. 97/2017 regulates waste management from household and similar waste which aims to increase the volume of reusable waste. The Ministry of Environment and Forestry (MoEF) with the National Development Planning Agency (Bappenas), has focused on encouraging behavioral change by providing an enabling system to support redesign, reuse and recycling in specific sectors.

Roadmap to reduce scrap imports enables infrastructure to increase recycling rates in Indonesia, discussed in Minister of Environment and Forestry Regulation No. P.75/MENLHK/SETJEN/KUM.1/10/2019. The Ministry of Environment and Forestry has enacted a policy outlining Extended Producer Responsibility (EPR), which requires companies, retailers and packaging manufacturers to develop strategies to reduce the plastic content of products and packaging by 30% by 2030. Long-term solutions can be made by producers in the environmental strategy of the products they produce, including the product cycle (Lindhqvist, 1992). Some principles that can be used are by involving the industry in applying green products to the packaging used, as well as recalling

[1] Industrial Engineering Department, Faculty of Engineering, Universitas Sebelas Maret, Jl. Ir. Sutami No.36, Kentingan, Surakarta, 57126, Indonesia.

[a] email: latifu_itsna@student.uns.ac.id
[b] email: lobesh@gmail.com
[c] email: taufiqrochman@staff.uns.ac.id
◆ corresponding author

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packaging that has become an end product. PT Danone Aqua is a company that plays a role in the green product strategy to protect the environment by using sustainable packaging products through the recycling policy.

PT Danone Aqua, one of the bottled water companies in Indonesia, has also realised its commitment to managing the plastic waste problem through the #BijakBerplastik movement campaign. The campaign focuses on three main aspects of managing plastic issues in Indonesia, namely product innovation, consumer education and development of waste collection infrastructure. The product innovation launched is Aqua Life whose packaging is made from 100% recycled polyethylene terephthalate (rPET), a PET material that has been recycled. This compared to conventional packaging, which still uses 25% of rPET. In addition to using recycled materials, Aqua Life products are designed without plastic labels, replacing them with embossed printed labels to reduce waste. The design is an important early achievement in preventing waste generation by applying the circular principle of reduce-reuse-recycle (Qona'ah, 2018).

The implementation of the innovative design proves that PT Danone Aqua can implement full plastic recycling and move towards a renewable economic system in the continuous management of plastic as a resource. In 2023, Aqua received the highest title in the Indonesia Green & Sustainable Companies Award for its commitment to maintaining the balance of the ecosystem and implementing sustainable business strategies effectively in various aspects, human resources, communities, and the environment.

Since 2018, PT Danone Aqua has been using recycled packaging bottles as a promotion of green products. However, in the Genoveva & Samukti (2020) research, the Aqua brand index decreased from 63.9% in 2018 to 61% in 2019. Based on this, some consumers are not interested in repurchasing the product at the next opportunity. On the other hand, innovative recycled products have sustainable benefits that can overcome the problem of plastic waste generation. In addition, the latest production processes can significantly reduce carbon emissions compared to conventional processes.

Repurchase intention can be influenced by consumer attitudes. If consumers are interested in a product, they will buy it again on another occasion. The benefits that consumers receive can make them repurchase a product (Bupalan et al., 2019). Consumers' repurchase decisions can also be influenced by environmental and economic considerations (Phau & Teah, 2009). If the product they want to buy has a match between the price and the expected quality, this can lead them to make repeat purchases. A positive attitude towards a product can lead to high purchase intentions. When someone has a high purchase intention for a product, they tend to have a positive attitude towards the product (Robbani & Soepatini, 2024).

Attitude in Lestari et al.'s (2020) research on the purchase of green products was developed into an attitude towards green product, which is influenced by the latent variables eco-label and environmental concern. The higher a person's concern for the environment, the higher their sensitivity to environmental issues, and the higher the consumer's attitude towards green products. Meanwhile, the eco-label is one of the indicators that a product can be said to be an green product, in addition to the level of product hazards to human health, packaging product, and raw materials (Ruth, 2013). The research by Nguyen et al. (2021) uses product attribute variables as a comparison factor between green products and conventional products to measure their relationship with purchase intention for green products.

The main objective of this study is to identify factors that influence consumers' repurchase intention of Aqua Life using the Theory of Planned Behaviour (TPB) model. This theory suggests that subjective norms, attitude towards the behaviour and perceived behavioural control combine to develop an individual's behaviour and intentions. The model is used to understand and predict variations in decision-making behaviour. Consumers tend to take actions based on common sense and available information about

the consequences of taking an action (Siaputra & Isaac, 2020).

II. RESEARCH METHOD

Theoretical Framework and Model Contruction

The determination of the variabel operation for this research is developing the Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) model explains that behavioral intention is influenced by attitudes towards the behavior, subjective norms and perceived behavioral control. The stronger a person's intention to perform a behavior, the more likely he or she is to do so.

This study uses the three variables that contribute to the formation of behavioral intentions, which are then adjusted to the research objectives to become repurchase intentions.

There is a modification of the attitude variable to adapt the research conducted to the attitude towards green products. The attitude towards green products variable is influenced by environmental concern and eco-label, which has a significant positive effect based on research by Lestari et al. (2020). The research of Maichum et al. (2016) and Niloy et al. (2023) validate the effect of environmental concern on purchase intention through attitude. The product attribute variable is added as a latent variable affecting repurchase intention based on the research of Nguyen et al. (2021).

Attitude Towards Green Product

Attitude is defined as consistently favourable or adverse evaluations, feelings and tendencies towards an object or idea. Attitude towards green product is a state of mind in an individual who has an attitude towards green products and pays more attention to goods that can reduce environmental damage. In general, it is known that consumers with higher attitudes towards green products prefer to consume green products and vice versa. Suki (2013) asserts that the stronger consumers' attitudes towards green products, the higher their intention to purchase these products. Therefore, a high level of environmental awareness can increase consumers' interest in purchasing green products (Lasuin & Ching, 2014).

H1 = Attitude Toward Green Product positively affects on Repurchase Intention (ATGP → RI)

Environmental Concern

Environmental concern is a person's beliefs, emotions and level of concern for the environment (Said et al., 2003). Zhou (2013) describes it as an awareness or understanding that natural conditions are threatened by overuse of natural resources and pollution caused by humans. In general, the higher a person's concern for the environment, the higher their sensitivity to current environmental problems. The stronger the level of concern for the environment, the higher the consumer's attitude towards green products (Sreen et al., 2018). In line with this statement, Aman et al. (2012) showed that consumers with a stronger concern for the environment tend to have a more positive attitude towards green products. In this case, they prefer to consume green products compared to conventional products.

H2 = Environmental Concern positively affects on Attitude Toward Green Product (EC → ATGP)

Eco-Label

Atkinson and Rosenthal (2014) define eco-label as a certification symbol that is attached to a particular product in order to provide consumers with information about the environmental quality of the product, thus gaining consumer confidence. Meanwhile, Rashid (2009) explains eco-label as a product instrument that serves to provide consumers with information about the positive impact of a product on the environment. Referring to Taghian & Lamb's (2006) statement, the use of eco-labels is an opportunity for marketers to increase product competitiveness and expand market segments on a global scale.

Eco-label are often used by marketers to promote green products in order to attract consumer purchase intentions. Any information written on eco-labels is a useful medium for consumers to understand green products (Grankvist et al., 2004).

H3 = Eco-Label positively affects on Attitude Toward Green Product (EL → ATGP)

Product Attributes

Product attributes are related to consumer preferences and perceptions to differentiate from other products. Consumers choose attributes such as price, brand perception, taste, capacity and packaging design (Lee & Liao, 2009). Product attributes relate to consumer preferences and judgments in distinguishing one product from another. Birgelen et al. (2009) state that price and taste must be satisfied before consumers will engage in the consumption of environmentally friendly bottled beverages. Nguyen et al. (2021) show that product attributes affect the purchase of green products.

H4 = Product Attributes positively affects on Repurchase Intention (PA → RI)

Perceived Behavioral Control

Perceived behavioral control is a person's assessment of how easy or difficult it is to perform a behavior through what they perceive. Perceived behavioral control is an important construct because it can improve the explanation of repurchase intention. The purchase process is the process by which consumers evaluate alternative products based on the strength of various attributes (Cerjak et al., 2010). Product functional attributes are determinants of consumers' green purchase intention (Joshi & Rahman, 2015). Perceived behavioral control includes external factors that are perceived as a challenge to behavioral control. Perceived behavioral control also includes internal factors for consumers to effectively contribute to solve a problem such as environmental degradation by forming green product purchase intentions (Vermeir & Verbeke, 2008).

H5 = Perceived Behavioral Control positively affects on Repurchase Intention (PBC → RI)

Subjective Norms

Subjective norms refers to the perceived social pressure to perform or not to perform a behavior (Ajzen, 1991). Subjective norms are an individual's beliefs about the expectations of people or groups around them that may influence certain actions or behaviors. To understand a person's intentions, it is important to measure subjective norms as they are a reflection of social pressures and environmental influences on individual decisions. Subjective norms can be measured directly by assessing consumers' feelings about whether other people (family, classmates, work colleagues) are suitable role models. Where they will agree or disagree with certain actions they take. Subjective norms lead to an individual's view of important people about the behavior being performed. In other words, subjective norms refer to the influence of others in the decision to act (Putri et al., 2018).

H6 = Subjective Norms positively affects on Repurchase Intention (SN → RI)

Figure 1 shows the SEM model and Table 1 shows the indicators of each variable.

Population and Research Samples

This research was conducted in Surakarta City. The sample taken from the population is calculated using the Lemeshow formula. Primary data collection is done by distributing questionnaires. Dissemination of online questionnaires using social media in the form of Google Form. The implementation time is two weeks, from June 2 – 16 November, 2024. The total respondents obtained were 144 respondents, but only 137 responses that met the requirements for data processing.

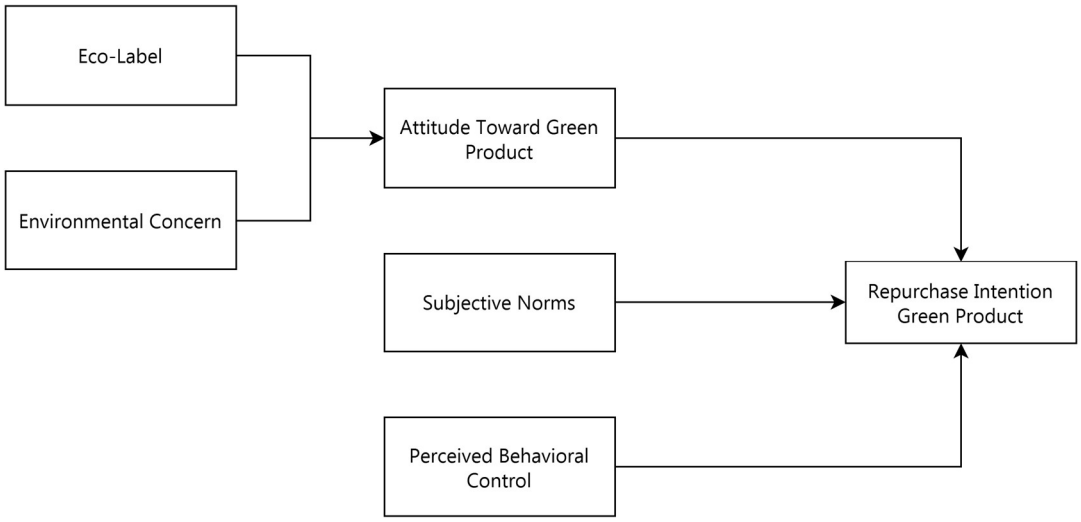

Figure 1. SEM Model

Lemeshow's formula is calculated by Equation 1.

$$n = \frac{z^2 p(1-p)}{d^2} \quad \text{.....(1)}$$

Description of equation 1:

n = number of samples

z = standardised value of the distribution according to the confidence level = 1,96

p = maximum probability of estimation = 0,5

d = alpha or sampling error = 10% = 0,1

Based on the calculations, the minimum number of samples required is 96.04, which is then rounded up to 100.

Data Analysis Techniques

Data analysis techniques on PLS with PLS-SEM using SmartPLS software version 4.0. There are 3 stages of model evaluation in PLS-SEM, which are outer model measurement, outer model measurement, and hypothesis testing.

Outer model measurement is an assessment of the validity and reliability of research variables, or defined as a verification of a formed questionnaire whether it can fulfil the requirements to be a tool to measure a variable (Amriani & Iskandar, 2019). The validity assessment measures the accuracy or ability of the questionnaire to measure what it is supposed to measure. The reliability assessment measures the consistency of the questionnaire, or if the questionnaire is used several times to measure the same object, it will produce the same data. According to Pering (2021) when measuring the outer model, validity measurements include convergent validity, discriminant validity and average variance extracted. Reliability is evaluated by considering composite reliability and cronbach's alpha.

Table 1. Indicators Measurement

Construct		Indicators	References
ATGP	ATGP1	Green products as a solution to environmental problems	Lestari et al., (2020)
	ATGP2	Interest in buying green products	Alhosseini et al., (2019)
	ATGP3	Protecting the environment is important when deciding which products to buy	Sreen et al., (2020)
	ATGP4	Protecting and preserving the environment is everyone's responsibility	Aisya & Shihab (2023)
PBC	PBC1	Perception of credibility of green product labels	Sreen et al., (2020)

Construct		Indicators	References
	PBC2	Personal choice to buy green products	
	PBC3	Protecting the environment by buying green products	Kamalanon et al., (2022)
EL	EL1	Fulfilment of information about green products	Shafira et al., (2022)
	EL2	Label attract attention	
	EL3	Eco-label as a sign of green products	Mauliawan & Nurcaya (2021)
	EL4	Label are easy to recognise	Hasnain et al., (2020)
	EL5	Important factor in purchasing decisions	
EC	EC1	Concern for activities that may affect the environment	Vasan (2018)
	EC2	Buying green products, indirectly contributing to environmental protection	
	EC3	Being aware of current environmental issues	Lestari et al., (2020)
	EC4	Avoiding consumption of products whose packaging is not environmentally friendly	
	EC5	Limiting lifestyle to benefit the environment	Nirmani & Khan (2016)
	EC6	Concern about future environmental conditions	
SN	SN1	Acquaintances' reactions to the decision to buy green products	Sreen et al., (2020)
	SN2	Influence of interactions with others on the purchase of green products	
	SN3	Relatives' views on environmental activities	Wang, Shih-Tse (2014)
PA	PA1	The product has an acceptable price	Nguyen et al., (2021)
	PA2	Product aesthetics according to consumer tastes	
	PA3	Product volume according to consumer needs	
	PA4	Functionality of green packaging compared to conventional products	
RI	RI1	Consistently buy the same item from a brand	Paramita & Saputri (2022)
	RI2	Repurchase green products in the future because of their environmental benefits	Suki (2016)
	RI3	Suggest the closest person to buy green products	Situmorang et al., (2021)
	R14	Seek information about the benefits of green products	Pratiwi & Yasa (2019)

Inner model measurement is carried out after the outer model measurement. Structural model testing is carried out by looking at the R2 value, which is used to measure the strength of variation of changes in the independent variable on the dependent variable, thus describing how much the dependent variable can be influenced by the independent variable. Chin (1998) states that R2 values of 0.67, 0.33 and 0.19 indicate that the model is strong, moderate and weak for each of these categories.

Hypothesis testing is based on significance level analysis or by looking at the p-value and the t-statistic through boostrapping mode. If the p-value obtained is less than or equal to 0.05 with a t-statistic higher than the t-table of 1.96, it can be concluded that the results are significant or the H1 hypothesis is accepted and vice versa.

III. RESULT AND DISCUSSION

Outer Model Measurement

Convergent Validity

Convergent validity is the first test in the outer model. According to Marcelino et al. (2020), convergent validity can be said to be fulfilled if a correlation has a loading factor value of more than 0.50. The loading factor value is the value that the indicator has to test the variable. If the loading factor value is less than 0.50, the indicator is removed. Table 2 shows the results of the outer model loading factor. Based on the data processing performed using SmartPLS 4.0, all indicators have a loading factor value of above 0.50. Therefore, all of the indicators used can be considered valid with no indicators removed.

Table 2. Loading Factor

Variabel	Construct	Loading Factor
Attitude Toward Green Products	ATGP1	0.802
	ATGP2	0.873
	ATGP3	0.852
	ATGP4	0.701
Perceived Behavioral Control	PBC1	0.849
	PBC2	0.875
	PBC3	0.819
Subjective Norms	SN1	0.869
	SN2	0.818
	SN3	0.861
Eco-Label	EL1	0.902
	EL2	0.870
	EL3	0.891
	EL4	0.863
	EL5	0.873
Environmental Concern	EC1	0.814
	EC2	0.783
	EC3	0.690
	EC4	0.830
	EC5	0.810
	EC6	0.773
Product Attributes	PA1	0.846
	PA2	0.899
	PA3	0.855
	PA4	0.747
Repurchase Intention	RI1	0.756
	RI2	0.907
	RI3	0.912
	RI4	0.855

Discriminant Validity

Discriminant validity is the second test in the outer model. The model can be considered suitable for research if the cross loading value of the indicator variable on the latent variable is greater than the other latent variables. Cross loading is a value that indicates the correlation value between indicators and variables. Another criterion according to Pering (2021), the model has sufficient discriminant validity from the results of the latent variable Fornell-Larcker, which is greater than the value of other latent variables. Fornell-Larcker is a value that shows the correlation of the variables themselves. Table 3 shows the Fornell-Larcker value.

Table 3. Fornell-Larcker

	ATGP	EC	EL	RI	PA	PBC	SN
ATGP	0.810						
EC	0.579	0.785					
EL	0.618	0.463	0.880				
RI	0.553	0.665	0.693	0.860			
PA	0.304	0.474	0.734	0.705	0.839		
PBC	0.781	0.624	0.723	0.662	0.440	0.848	
SN	0.511	0.714	0.525	0.656	0.532	0.634	0.850

Average Variance Extracted (AVE)

According to Pering (2021), convergent validity can be achieved if the AVE value is greater than 0.5. The AVE value is the value that each variable has. If there is a variable with an AVE of less than 0.5, the indicator must be removed. Table 4 shows the results of the average variance extracted (AVE). Based on the data processing performed using SmartPLS 4.0, all variables have an AVE value greater than 0.5. All variables used are thus valid.

Table 4. Average Variance Extracted (AVE)

	AVE
ATGP	0.656
EC	0.616
EL	0.774
RI	0.739
PA	0.703
PBC	0.719
SN	0.722

Composite Reliability and Cronbach Alpha

Reliability is measured by two criteria, namely composite reliability and cronbach alpha. According to Sudargini (2021), a latent variable can be said to be a reliable measurement instrument if the composite reliability value is greater than 0.7 and the cronbach alpha is greater than 0.6. Table 5 shows the composite reliability and cronbach alpha values.

Table 5. Composite Reliability and Cronbach Alpha

	Composite Reliability	Cronbach Alpha
ATGP	0.831	0.871
EC	0.876	0.890
EL	0.928	0.941
RI	0.880	0.886
PA	0.859	0.864
PBC	0.806	0.818
SN	0.807	0.810

The model results of the outer model test are shown in Figure 2.

Inner Model Measurement

The R2 value obtained from testing the structural model is 0.491 for the attitude towards green product construct. This indicates that the 2 constructs have a contribution of 49.1% to the attitude towards green product and can be concluded to have a moderate influence. Meanwhile, the R2 value obtained for the repurchase intention construct is 0.679. This indicates that 6 constructs have a contribution of 67.9% to repurchase intention and can be concluded to have a strong influence. Table 6 shows the results of testing the inner model.

Table 6. Inner Model

	AVE
ATGP	0.491
RI	0.679

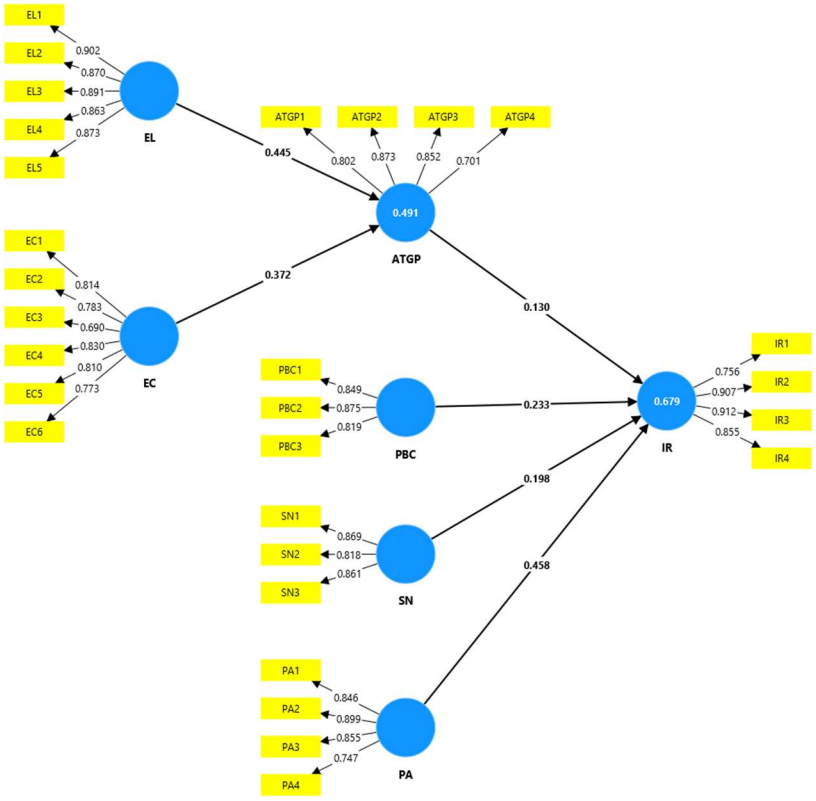

Image 2. Path Coefficient

Hypothesis Testing

Based on the results of hypothesis testing, Factors that influence the repurchase intention green product are perceived behavioural control, subjective norms and product attributes. Meanwhile, the eco-label and environmental concern variables have a significant positive effect on attitude towards green product. The variable that has the greatest influence on the repurchase intention green products is product attributes, followed by the variable subjective norms and lastly perceived behavioural control. Table 7 shows the results of hypothesis testing.

Product attributes are the most influential variable on repurchase intention green products. This shows that product attributes are often used as the most obvious comparison from one product to another. In particular, the visual appearance of the product, which is the first impression in the eyes of the consumer. An eye-catching and different product appearance attracts more attention than a product with the

same basic appearance. Price is usually seen in conjunction with the quantity offered. Consumers will compare price suitability with the benefits they get from a product. Appropriate functionality is also a consideration for consumers when choosing which products to buy.

Subjective norms is the second most influential variable on repurchase intention green product. This shows that social pressure can influence individuals to take action. Social pressure can also change perspectives through interactions and attitudes shown towards something. Therefore, the consumption of green products in an effort to protect the environment will be more widespread if the general public, including the government and the green product industry, more aggressively spread information related to environmental concerns and their impacts.

Perceived behavioural control is the third most influential variable on repurchase intention green product. This shows that personal perceptions and choices have a role to make in taking an action. Individuals who have views based on experience or knowledge of environmental damage and its impact on people will make decisions on their own to choose actions that pose the least risk of damage to nature. Individual perceptions can also be formed by the people around them, through discussions or the sharing of information from trusted sources.

Eco-label and environmental concern variables have a significant positive effect on attitude towards green product. Meanwhile, attitude toward green product does not affect repurchase intention green products (H1 rejected). This is not consistent with previous research. According to the results of the survey, public awareness of green products is quite high. However, public understanding of green products is still low due to a lack of information about the green product characteristics. In addition, the lack of advertising and promotion of the products also makes potential consumers feel unfamiliar with green products. Much of the public is unfamiliar with green products and their characteristics, although if offered a product that can reduce environmental damage, the public will be willing to consider it.

Table 7. Hypothesis Testing

Path Hypothesis		Path Coefficient	T Statistics	P Values	Results
ATGP → IR	H1	0.130	1.219	0.224	Rejected
EC → ATGP	H2	0.372	2.085	0.038	Not Rejected
EL → ATGP	H3	0.445	2.491	0.013	Not Rejected
PA → RI	H4	0.458	5.347	0.000	Not Rejected
PBC → RI	H5	0.233	2.149	0.032	Not Rejected
SN → RI	H6	0.198	2.158	0.031	Not Rejected

IV. CONCLUSION

This study aims to explain the factors that affect the repurchase intention green product Aqua Life in Surakarta City. This study shows that perceived behavioural control, subjective norms and product attributes affects repurchase intention green product. Meanwhile, the eco-label and environmental concern affects attitude towards green product.

In response to the public's high awareness but unbalanced understanding of green products, the green product industry needs to add information about the green products they produce. Barcodes with an explanation of the product or the company's website can be used as a more complete information channel, as the packaging of green products generally does not include a full label, so the product information is shorter than conventional products. The official eco-label can also be added to the packaging to make it easier for consumers to identify green products.

In addition, the green product industry needs to increase promotion in the form of advertisements with positive messages or slogans

encouraging environmental protection, so that it can attract wider public interest in purchasing green products. The government needs to regularly monitor the green products industry with regard to the composition of the products used to prevent unscrupulous individuals from circumventing the distribution permits of products that are generally made from recycled materials.

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