

CHAPTER I

INTRODUCTION

A. Research Background

The increasing industry worldwide is impacting the excessive use of natural resources. Meeting excessive demand for goods and services can lead to environmental damage. A lot of plastic waste is scattered everywhere, causing global warming, depletion of the ozone layer, and pollution in the seas and rivers. People in developed and developing countries are becoming aware that environmental conditions are deteriorating, and they have decided to initiate green or ecologically friendly movements to preserve the environment.

According to data from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), the volume of plastic waste in Indonesia reaches 64 million tons per year. Indonesia disposes of 3.1 million tons of waste into the ocean, making it the second-largest contributor to marine plastic pollution globally, following China. For three years, the country produced 187.2 million tons of plastic waste, while the bamboo curtain country produced 262.9 million tons of plastic waste in the ocean. Due to the lack of adequate systematic management in Indonesia, there is still a significant amount of plastic waste that has not been properly managed to this day.¹

Thus, the reduction of plastic waste in Indonesia greatly depends on the environmental awareness of the community. The implementation of environmental care activities is greatly influenced by knowledge about environmental care. The community's growing environmental awareness will foster attitudes and actions that promote environmental care. In everyday life, an attitude of environmental care can be defined as a reaction to the environment that does not harm the natural surroundings or the environment itself. This is because human attitudes and behaviors towards it also determine the poor state of the environment. A survey by

¹ Yunarti Yulkardi, *Indonesia Penyumbang Sampah Plastik Ke-2 di Dunia*, at [13.00], <<https://blog.wecare.id>> viewed on 30 Juli 2024

Jakpat found that the majority of the younger generation is becoming increasingly concerned about the environment, especially among millennials and Gen Z.²

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ

الْمُحْسِنِينَ

In Surah Al-A'raf, verse 56, which means "And do not cause corruption on the earth after its reformation, and invoke Him in fear and aspiration,"³ causing corruption on the earth is one form of transgression, according to the interpretation of the verse above. The universe was created very well and meets its creatures' needs, so Allah SWT commands His servants to take care of it and improve it. In this sentence, the damage referred to encompasses all aspects, such as disrupting someone's social interactions, their physical and spiritual health, their lives, their livelihoods, damaging their environment, and so on.⁴ Therefore, one of the preventive and corrective actions that can be taken is to use ecologically friendly products such as water bottles, shopping bags, and eco-friendly lunch boxes. This can reduce the amount of plastic waste that can harm the environment fatally.

Products such as fabric bags, water bottles (tumblers), and lunch boxes are designed to support various daily activities while protecting the environment. This eco-friendly product primarily serves as a substitute for single-use plastic bags that harm the environment. The use of eco-friendly products has become a habit and lifestyle adopted by many Indonesians, especially students, not only to protect the environment.⁵ Female consumers, especially younger consumers, are more likely to purchase eco-friendly products than male consumers. Female consumers also tend to lead a healthy lifestyle that benefits both themselves and the environment.

² Petrus Riski, *Survei Banyak Anak Muda Semakin Peduli Terhadap Lingkungan* at [11.36], <<https://databoks.katadata.co.id>> viewed on 23 Juli 2024

³ Al-Qur'an, Surat al-A'raf: 56

⁴ Mustakim, "Pendidikan Lingkungan Hidup dan Implementasinya Dalam Pendidikan Islam (Analisis Surat Al-A'raf Ayat 56-58 Tafsir Al Misbah Karya M. Quraish Shihab)", *Journal of Islamic Education*, Vol. 2 No. 1, (2019), p. 9-10

⁵ Muhammad Mathori, "Determinan Yang Mempengaruhi Perilaku Pembelian Produk Hijau Di Daerah Istimewa Yogyakarta", *Jurnal Riset Manajemen*, Vol. 6 No. 1, (2019), p. 50-51

Products that do not excessively deplete natural resources and can be used sustainably are called environmentally friendly or eco-friendly. These products are made from materials that do not pollute the environment, are recyclable, save more energy, reduce pollution, and do not generate a lot of waste. A lot of information about the environment circulating can influence customers' choices to buy certain items, especially children, as they tend to receive good and quick information about social and environmental issues. Currently, the majority of customers use their own shopping bags, accounting for 69.8 percent of the total. As many as 56.2 percent of customers purchase eco-friendly products, and 46.4 percent of customers collect empty product packaging for recycling.⁶

In line with East Java Province encouraging the industrial sector to adopt green industry practices. The green industry focuses on optimizing the efficient and sustainable use of resources throughout the production process, aiming to balance industrial growth with the preservation of environmental functions that benefit society. The application of green industry is carried out through the use of ecologically friendly raw materials or processes, the reuse of the same items, energy savings in production, and the use of eco-friendly technology. According to the teachings of the Qur'an mentioned earlier, this is very much in line with the principles of a green economy, which, in its production and usage processes, applies the principle of environmental quality protection through efficient and effective pollution prevention.⁷

Consumers need to be aware of ecologically friendly components, and companies should provide clear information and services to help them learn and apply their knowledge about the environment. Consumers who prioritize nature and environmental preservation often exhibit a favorable attitude toward eco-friendly products and activities that align with these values. If consumers are aware of ecologically friendly products, their intention in purchasing those products will

⁶ Petrus Riski, *Survei Banyak Anak Muda Semakin Peduli Terhadap Lingkungan* at [11.36], <<https://databoks.katadata.co.id>> viewed on 23 Juli 2024

⁷ Ririn Afriandari, *Pentingnya Penerapan Eco-Produk Bagi Produk IKM* at [12.14], <https://disperindag.jatimprov.go.id> viewed on 6 Agustus 2024

remain.⁸ A person's attitude towards the product and their level of trust in the quality of ecologically friendly products determine their buying intention.⁹ Previous studies have examined consumers' desire to purchase ecologically friendly products. However, some studies focus more on consumer knowledge about ecologically friendly products. Researchers want to find out whether students at Darussalam Gontor University for Female in Mantingan engage in green movements specifically, and they also want to understand what drives students' intention in purchasing ecologically friendly products.

Attitude, subjective norms, and perceived behavioral control can serve as motivations for purchasing ecologically friendly products. In this study, the roles of attitudes, subjective norms, and perceived behavioral control on purchase intention are linked to the Theory of Planned Behavior, according to Ajzen. This theory emphasizes the rationality of human behavior and the belief that individual consciousness holds authority over behavioral targets.¹⁰ According to this theory, a person's behavior is driven by their intention to act, and several internal and external factors influence that intention. The theory of planned behavior is used in this research to explain whether attitudes, subjective norms, and perceived behavioral control can affect a person's behavior when purchasing ecologically friendly products.

A person's feelings towards a behavior or object are called attitudes. Consumers typically behave positively towards certain products that are perceived to have benefits for themselves; conversely, consumers also behave negatively towards certain products when they feel that too many features do not align with their desires. Consumer perception can be defined as their perception of a particular good or service. Individuals develop certain patterns of attitudes towards various

⁸ Afandie Adil, "Pengaruh Pengetahuan Tentang Lingkungan, Sikap Pada Lingkungan, dan Norma Subjektif Terhadap Niat Pembelian Green Product", *Jurnal Ekonomi dan Kewirausahaan*, Vol. 15 Edisi Khusus April, (2020), p. 123-124

⁹ Fierly Fareleo Castro, "Hubungan Sikap Peduli Lingkungan Terhadap Niat Beli Produk Ramah Lingkungan Pada Mahasiswa", (*Skripsi: UIN SUSKA RIAU*, 2024), p. 18-19

¹⁰ Icek Ajzen, "The Theory of Planned Behavior", *Organizational Behavior and Human Decision Processes*, (1991), p. 181

psychological objects during social interactions. Self-confidence and the appeal of a particular product are factors that influence attitudes.¹¹

Subjective norms are considered the second most important factor after attitudes that can influence buyers' intention in a product. The social influence that affects someone to behave or do something is called the subjective norm. Someone who is influenced by the people around them who support what they do will have a desire for a certain object or behavior.¹² The people around you can be friends, partners, parents, relatives, doctors, etc. A person's view of others' beliefs that will influence their intention in engaging or not engaging in a certain behavior is also known as subjective norm.

To complement the previous theory about the components that can influence consumer buying intention, Ajzen and Fishbein added the perception of behavioral control. Perceived behavioral control, also known as behavioral control, refers to how easy or difficult it is for someone to perform a certain behavior. A person's self-confidence in their behavior and their desire to behave in a certain way are some factors that directly contribute to the perception of behavioral control. The perception of behavioral control can change depending on the situation and the type of behavior to be performed. Self-success in doing everything depends on one's own effort; this is known as belief in behavior. However, the desire to behave is related to future actions. It is very important for marketing planning to predict future customer behavior, especially purchasing behavior.¹³

In line with the research by Elistia Elistia, which concluded that attitudes, subjective norms, perceived behavioral control, and environmental concern have a significant influence on the purchasing intention in ecologically friendly products. The positive influence means that the higher a person's attitudes, subjective norms,

¹¹ Gogi Kurniawan, *Perilaku Konsumen Dalam Membeli Produk Beras Organik Melalui E-Commerce*, (Mitra Abisatya, 2020), p. 41

¹² Ali Maskur, *et al.*, "Pengaruh Norma Subjektif dan Kontrol Perilaku Yang Dipersepsikan Terhadap Niat Pinjam KUR Mikro (Studi Pada Nasabah BRI di Pati)", *UNISBANK*, Vol. 1 No. 1, (2021), p. 4

¹³ Masfiatun Nikmah dan Sri Hartini, "Pengembangan Theory of Planned Behavior Pada Keputusan Pembelian Green Product", *Jurnal Riset Manajemen dan Bisnis*, Vol. 5 No. 2, (2020), p. 89

perceived behavioral control, and environmental concern, the greater their intention in purchasing ecologically friendly products. In another study conducted by Maharani Mega and Istyakara Muslichah, it was found that two variables significantly influence the purchase intention in ecologically friendly products, while two other variables do not have a significant effect on the purchase intention in these products. The influencing variables are perceived behavioral control and environmental awareness, while the variables that do not have an effect are attitudes and subjective norms.

Researchers want to investigate the relationship between attitudes, subjective norms, and perceived behavioral control with students' intentions to purchase ecologically friendly products due to the phenomenon related to students' desire to buy such products. This is intended because individuals who have positive attitudes, subjective norms, and perceived behavioral control towards the environment can be said to tend to desire to purchase ecologically friendly products. Previous research only discussed one product, but this study examines the phenomenon of the intention to purchase ecologically friendly products made from safe components, free from toxic materials, easy to recycle, and capable of reducing the use of single-use plastics.

Based on the background description above, this serves as the foundation for the researcher to conduct a study on the determinants of students' intentions to purchase ecologically friendly products according to the Theory of Planned Behavior. Therefore, the researcher is intentioned in conducting a study titled **“Determinants of Intention to Purchase Ecologically Friendly Products According to The Theory Planned of Behavior (Study On Students Of University Of Darussalam Gontor Students)”**

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B. Research Question

Based on the background above, the problem to be discussed in the research can be defined as follows:

1. How does attractiveness and belief influence the intention in purchasing ecologically friendly products?
2. How does a parental support and peer support influence the intention in purchasing ecologically friendly products?
3. How does family cultural background, self-desire and self-confidence influence the intention in purchasing ecologically friendly products?
4. How does attractiveness, belief, parental support, peer support, family cultural background, self-desire and self-confidence influence the intention in purchasing ecologically friendly products simultaneously?

C. Research Objectives

Based on the background of the problem and the formulation of the problem above, the objectives of the research that the researcher focuses on are as follows:

1. To determine the influence of attractiveness and belief on the intention in purchasing ecologically friendly products.
2. To determine the influence of parental support, peer support, on the intention in purchasing ecologically friendly products.
3. To determine the influence of family cultural background, self-desire and self-confidence on the intention in purchasing ecologically friendly products.
4. To determine the influence of attractiveness, belief, parental support, peer support, family cultural background, self-desire and self-confidence on the intention in purchasing ecologically friendly products simultaneously

D. Research Scopes and Limitation

Based on the background of the problem outlined above and considering the limitations faced by the researcher, the researcher focuses and limits the issues in this study to the determinants of female students' intentions to purchase ecologically friendly products according to the theory of planned behavior.

E. Research Benefits

With this research, the researcher hopes to provide the following benefits:

1. Academic Benefits

The results of this study are expected to add to the body of knowledge regarding the determinants of female students' intentions to purchase ecologically friendly products according to the theory of planned behavior.

2. Practical Benefits

From the researcher's perspective, the results of this study can enhance understanding and experience regarding the factors that influence female students' intentions to buy ecologically friendly products. The benefits for companies include the expectation that this research can provide references and insights to help them control the factors influencing female students' intentions to purchase ecologically friendly products, thereby increasing consumer awareness of environmental issues and shifting towards consuming eco-friendly products.