

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

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ABSTRACT: This study explores the psychological and social factors influencing consumer intention to adopt biodegradable plastic bags in Denpasar City, Bali. It particularly examines the roles of green awareness, subjective norms, and green trust in shaping green purchase intention. Using a quantitative approach, data were collected from 119 Denpasar residents through structured questionnaires. The sample adequacy was verified using G*Power analysis, and data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3 to test the hypothesized relationships. The findings indicate that green trust is the most dominant factor, significantly and positively influencing purchase intention. Green awareness strongly enhances this trust; however, its direct influence on purchase intention is insignificant, confirming green trust as a full mediator. Interestingly, subjective norms neither directly affect purchase intention nor enhance green trust, instead showing a negative and significant association with trust. Theoretically, the results emphasize that in contexts characterized by uncertainty about product efficacy and relatively higher prices, trust serves as the critical cognitive bridge linking awareness to behavioral intention. Practically, the study suggests that marketers and policymakers should shift focus from promoting general environmental awareness or social conformity toward building trust through quality assurance, transparent labeling, and reliable availability. Overall, this research provides novel empirical evidence of green trust’s full mediating role and highlights the paradoxical negative influence of subjective norms within an emerging urban Indonesian context.

KEYWORDS: Green purchase intention, Biodegradable plastic bags, Green awareness, Subjective norms, Trust in green product

I. INTRODUCTION

Environmental issues have become a global concern requiring urgent attention from various stakeholders. One of the main challenges is the increasing volume of non-biodegradable plastic waste, which significantly contributes to global warming and environmental pollution. Plastic waste not only pollutes land and oceans but also threatens the sustainability of ecosystems and human health. In Indonesia, the problem of plastic waste is also a serious concern. As an archipelagic country with a large population, Indonesia faces challenges in effective waste management. Major cities, including Denpasar, are experiencing a rise in waste volume in line with population growth and economic activity. As the capital of Bali Province, Denpasar City faces complex waste management issues. The volume of waste generated in Denpasar has shown an upward trend from 2021 to 2024, with an increase of more than 15% since 2022. This rise has made Denpasar the region with the highest amount of waste among all regencies and cities in Bali. This fact underscores the urgency of addressing waste management issues in the city, especially amid the limited capacity of final disposal sites and the resulting environmental impacts.

Table 1. The Top Three Waste-Generating Regions in Bali Province

Regions	Volume of Waste (in Ton)			
	2021	2022	2023	2024
Denpasar	349,519.44	316,312.65	357,984.70	366,806.75
Gianyar	141,337.13	196,698.50	196,698.50	205,137.00
Badung	116,731.24	119,474.58	195,222.49	199,810.15

Source: sipsn.menlhk.go.id (2025)

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

According to the National Waste Management Information System (sipsn.menlhk.go.id, 2025), households are the largest contributors to waste generation in Bali Province, accounting for 76.15% of the total waste volume. This proportion is significantly higher than that of other sources, including commercial activities (7.50%), markets (5.12%), residential complexes (4.47%), public facilities (3.69%), offices (1.41%), and other categories (1.66%). In terms of waste composition, wood and branches represent the largest share at 41.12%, followed by food waste at 27.20% and plastic waste at 11.90%. These figures indicate that household-generated waste is the primary driver of increasing waste volume in Bali. While plastics do not constitute the largest waste category, the widespread habit of using plastic bags to wrap food waste exacerbates the problem.

In response to this waste issue, the Denpasar City Government has implemented various policies, such as banning the use of plastic bags through Denpasar Mayor Regulation No. 36 of 2018 and mandating waste separation starting from October 1, 2024 (jdih.denpasarkota.go.id, 2018). The Bali Provincial Government has also issued Governor's Circular Letter No. 9 of 2025, which officially prohibits the production and distribution of bottled drinking water in plastic packaging with volumes below one liter. This ban applies not only to large-scale producers but also to small and medium enterprises (SMEs) selling small-sized single-use plastic bottles. The policy is driven by the fact that small plastic bottles, such as 220 ml cup packaging, are a major contributor to environmental pollution in Bali (www.tempo.co, 2025). Furthermore, community-based waste management initiatives, such as the establishment of waste banks at the village and sub-district levels, have been promoted to address waste management challenges (denpasarkota.go.id, 2023).

To gain deeper insights into household waste disposal practices, preliminary interviews were conducted with a randomly selected group of 10 households in Denpasar. The results showed that nine households regularly reused conventional shopping bags for disposing of both organic and non-organic waste, mainly for reasons of convenience. Many respondents were unaware that conventional plastics take decades to decompose and cause long-term environmental harm. Some had heard of biodegradable plastic bags but were unsure about their differences from regular plastics or the potential benefits they might provide. For most, reusing shopping bags was seen as a normal and widely accepted practice within their community. A few respondents expressed skepticism about whether biodegradable bags truly decompose faster and are safer for the environment. Price and limited availability were also cited as concerns. Nevertheless, respondents expressed a willingness to try biodegradable bags if they were affordable and easily accessible, provided they offered the same practicality as regular plastic bags. Several participants also suggested that a more effective approach would be for retailers to adopt biodegradable plastic bags for shopping purposes, as this would naturally increase their circulation and use among the public. These qualitative insights reveal that low green awareness, strong influence of community norms, and uncertainties about the reliability and accessibility of biodegradable bags shape consumer trust in green products, which in turn influences their intention to adopt biodegradable alternatives.

Green awareness refers to an individual's understanding of the impact of human activities on the environment and the importance of adopting environmentally responsible behaviors. Prior research found that green environmental awareness positively influences green purchase intention among university students in Pakistan (Mujahid et al., 2024). Other research has confirmed its positive and significant effect on purchase intention (Andika & Nuvriasari, 2024; Biby et al., 2024). Awareness is linked to green trust a crucial element in consumer decision-making (Bahtiar & Asih, 2025). However, the established relationship between green awareness and trust is not universally confirmed. The number studies directly linking green awareness and trust in green product remain scarce. Empirical evidence also presents contradictions regarding the awareness. For example, while some studies show only a weak correlation between green awareness and green purchase intention (Adelina & Hutabarat, 2023; Sh. Ahmad et al., 2021), a conflicting study found no significant influence of green awareness on either green trust or green purchase intention among food consumers in Riau Province (Musfar et al., 2024). This theoretical ambiguity is magnified by practical challenges. While awareness is acknowledged as the crucial first step toward sustainable consumption (Gao & Shao, 2022), it is often insufficient to drive lasting behavioral change. In Denpasar, for example, despite growing recognition of severe plastic waste issues, a majority of residents remain inconsistent in waste separation and continue using conventional plastics for disposal. This suggests that awareness alone is insufficient to drive behavioral change, making it necessary to examine other contributing factors.

Subjective norms also play a significant role in shaping behavioral intentions. It refers to the perceived social pressure from important others such as family members, neighbors, or community leaders regarding a particular action. In the context of environmentally friendly products, individuals are generally more likely to adopt sustainable practices, including using biodegradable plastic bags and engaging in waste separation, when their social environment supports such behaviors. Conversely, if prevailing norms remain permissive toward single-use plastics, behavioral change becomes notably difficult, even among those with high green awareness. Empirical evidence strongly supports this role, demonstrating that subjective norms significantly affect purchasing behavior (Chanda et al., 2024; Kumar & Pandey, 2023; Kumar & Sinha, 2025; Nguyen et al., 2022;

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

Rehman et al., 2024). Furthermore, subjective norms can help build trust in green product by reinforcing positive perceptions through shared experiences and information exchange (Khoiriah & Imaningsih, 2025). However, the literature that directly examines the link between subjective norms and trust in green product remains limited. This limitation is coupled with findings that are often inconsistent; several studies have reported mixed or non-significant results regarding the influence of subjective norms on key consumer outcomes (Christina & Adiati, 2023; Sinh, 2024; Zhao et al., 2025).

Trust in green product is another crucial factor driving adoption. It reflects consumer confidence that a product is genuinely safe, effective, and beneficial for the environment. However, significant skepticism remains due to limited information, higher prices, and past negative experiences. The pervasive issue of greenwashing where companies use misleading environmental claims without genuine sustainability commitments has further eroded this trust, as seen in cases involving large corporations such as Nestlé, Shell, and Adaro Energy (Olivia et al., 2024). This widespread practice undermines consumer confidence and severely hinders the adoption of sustainable alternatives. Without sufficient trust, switching to eco-friendly products is unlikely, even when both green awareness and social support are present. For this reason, empirical studies have often confirmed that trust in green product significantly influences green purchasing behavior (Chairunnisa & Perdhana, 2020; Guerreiro & Pacheco, 2021; Huyen et al., 2025; Mawardi et al., 2024). Yet, the literature is not entirely homogenous. This study acknowledges the existence of contradictory findings, (Musfar et al., 2024), for instance, found that green trust did not influence the intention to purchase eco-friendly food packaging. This inconsistency, coupled with the real-world challenge of pervasive greenwashing, highlights the necessity for contextual re-examination of green trust as the final determinant of sustainable consumption behavior.

The practical struggle of Denpasar residents with waste separation, coupled with conflicting findings regarding the role of Green Awareness, Subjective Norms, and Trust in Green Product, reveals a significant gap in the sustainable consumption literature. Reconciling these theoretical inconsistencies and addressing the local behavioral paradox is crucial for developing effective environmental strategies. Therefore, this study aims to examine the influence of Green Awareness, Subjective Norms, and Trust in Green Product on the Intention to Purchase Biodegradable Plastic Bags among residents in Denpasar.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), pioneered by (Ajzen, 1991), is widely regarded as the most robust and influential framework for forecasting and elucidating individual decision-making processes across various domains, including pro-environmental behavior (Alzubaidi et al., 2021). TPB is fundamentally an extension of the Theory of Reasoned Action (TRA), asserting that an individual's behavioral intention is the most direct determinant of their actual behavior. This intention is, in turn, jointly influenced by three core psychological constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. While the original TPB model posits these three factors as direct predictors of intention, the model remains flexible. Subsequent green marketing studies often adapt and expand this framework by incorporating additional context-specific variables, such as green awareness and trust in green product, to enhance its predictive power in complex environmental consumption scenarios. This study specifically employs the TPB as its foundational lens to analyze the determinants of purchasing intentions for biodegradable plastics bags in Denpasar.

Green Purchase Intention of Biodegradable Plastic Bags

Purchase intention is the primary indicator for predicting consumer behavior and the ultimate predictor of actual purchase (Pusparini et al., 2024). Within the framework of the TPB, intention is conceptualized as the direct antecedent to action, reflecting the extent of a person's readiness to perform a given behavior. In the context of biodegradable products, consumers' intention is theorized to be jointly influenced by their attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Green purchasing intentions represent the probability that a consumer will buy a specific product or service from a company, directly driven by their environmental concerns and perception of the company's ecological friendliness (Guerreiro & Pacheco, 2021). When consumers possess high awareness, receive strong social encouragement, and believe that the product is authentically environmentally friendly, their tendency to purchase will increase significantly (Mabkhot, 2024). Therefore, understanding the interrelationship among these cognitive and social factors is paramount to encouraging the sustained adoption of sustainable alternatives, such as biodegradable plastic bags, in the Denpasar community.

Green Awareness

Environmental awareness is a foundational component of pro-environmental behavior, leading consumers who understand ecological degradation to intrinsically favor products marketed as environmentally friendly. This inclination operates through a cognitive process where knowledge elevates concern, fostering a positive attitude toward green products and, critically,

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

translating into stronger purchase intentions (Biby et al., 2024). However, this positive mindset is not always linear, as consumers may still harbor negativity toward the product due to factors like perceived lower quality or higher cost (Bulsara & Trivedi, 2023). Therefore, promoting sustainable behavior requires a comprehensive approach that uses green advertising and reinforces social influence and self-image to embed environmental responsibility into daily choices (Ghouri & Haq, 2018). Empirical evidence consistently supports this premise, confirming that green awareness significantly influences consumer preferences (Mujahid et al., 2024), impacts overall green behavior (Andika & Nuvriasari, 2024) and enhances green trust (Bahtiar & Asih, 2025). Locally, this positive effect is partially observable in Denpasar City, where increased awareness has driven participation in waste sorting programs (Tirto.id, 2025). Yet, this progress is inherently limited: the persistent habit of wrapping organic waste in single-use plastic bags demonstrates a critical disconnect. Based on the explanation above, the following hypothesis can be formulated:

H1: Green awareness has a positive and significant effect on purchase intention of biodegradable plastic bags

H2: Green awareness has a positive and significant effect on trust in green products

Subjective Norms

As a fundamental model in behavioral science, TPB is regarded as a highly reliable framework for explaining and predicting individual actions, with subjective norms specifically highlighted as a critical antecedent to behavior (Alzubaidi et al., 2021). In the context of green marketing, consumer green behavior is significantly influenced by the subjective norms prevalent in their environment. These norms representing the perceived social pressure from important groups such as family, peers, or community leaders play a vital role in shaping purchasing decisions. Previous studies consistently confirm that subjective norms have a significant impact on consumers' purchase intentions for green products (Chanda et al., 2024; Kumar & Pandey, 2023; Kumar & Sinha, 2025; Nguyen et al., 2022; Rehman et al., 2024). Furthermore, social influence also has the potential to cultivate positive value perceptions, thereby contributing to the development of green trust. This occurs because subjective norms reinforce trust in green products through shared positive experiences and critical information exchange within the consumer's social circle (Khoiriah & Imaningsih, 2025). This established dual influence highlights subjective norms as a compelling predictor, both directly on intention and indirectly through the mediating role of trust.

H3: Subjective norms have a positive and significant effect on the intention to purchase biodegradable plastic bags

H4: Subjective norms have a positive and significant effect on trust in green products

Trust in Green Product

Trust in green product is a crucial element that fundamentally influences the intent to repurchase and sustained consumer engagement. This confidence is built upon the belief that a product is authentically safe, effective, and environmentally beneficial (Mawardi et al., 2024). However, consumer trust is constantly challenged by the pervasive threat of greenwashing and the lack of transparent information. To counter this, trust is significantly enhanced when authenticity is guaranteed through credible third-party mechanisms like eco-labels and certifications (Amoako et al., 2020). The role of green trust transcends mere influence; it stands as a key mechanism that translates positive attitudes into observable purchasing behavior, especially for products like biodegradable plastic bags where product efficacy is uncertain. Trust is the consumer's assurance against environmental deception. This pivotal role as the final predictor of action is consistently ratified across the literature, where empirical studies have established that trust in green products significantly and positively impacts green purchasing behavior (Chairunnisa & Perdhana, 2020; Guerreiro & Pacheco, 2021; Huyen et al., 2025; Mawardi et al., 2024).

H5: Trust in green product has a positive and significant effect on the intention to purchase biodegradable plastic bags

Although green awareness constitutes an essential foundation for pro-environmental behavior, it does not automatically translate into consumers' willingness to purchase green products. Green awareness is more likely to develop into purchase intention when consumers trust that green products are genuinely effective, safe, and environmentally beneficial, as demonstrated in several prior studies (Ajban, 2024; Bahtiar & Asih, 2025). The importance of trust in shaping consumers' evaluation and choice of environmentally friendly products has also been emphasized in research examining green product decision-making. In addition to the awareness–trust mechanism, subjective norms may also exert an indirect influence on green purchase intention through the development of green trust. The perception of strong social expectations regarding environmentally responsible consumption can encourage individuals to place greater confidence in the credibility and reliability of green products, which in turn enhances their sustainable purchasing intentions. Evidence supporting this mediating mechanism has been observed in studies examining eco-friendly packaged fast-moving consumer goods (Khoiriah & Imaningsih, 2025).

H6: Trust in green product mediates relationship between green awareness and intention to purchase biodegradable plastic bags

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

H7: Trust in green product mediates relationship between subjective norms and intention to purchase biodegradable plastic bags

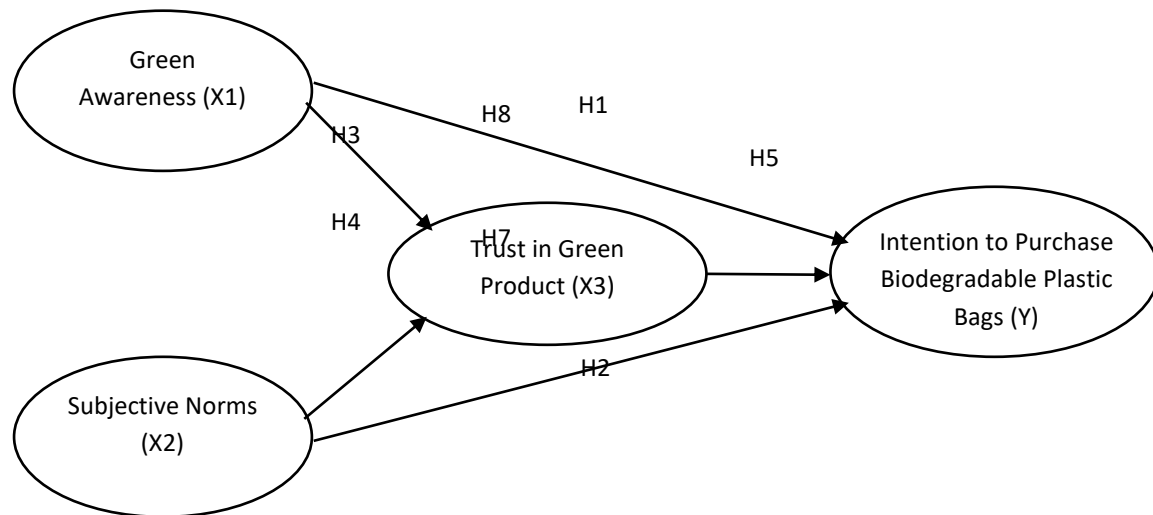


Figure 1. Research Conceptual Framework

III. RESEARCH METHOD

Population and Sample

Our study aims to investigate the green purchasing intentions of consumers in Denpasar, Bali, a region actively managing plastic waste. The study requires respondents with specific profiles, as environmental consciousness and the affordability of sustainable alternatives are key factors. Therefore, the target population was specifically defined as urban residents of Denpasar who are currently employed and have a minimum education level of Senior High School. This criterion ensures the inclusion of educated consumers with the financial capacity to afford the often higher price point of green products (e.g., biodegradable plastic bags), thereby strengthening construct validity (Kreczmanska-Gigol & Gigol, 2022).

Given the behavioral nature and specific demographic requirements of this research, a non-probability method combining purposive sampling was employed. Data was collected using a self-administered online questionnaire developed via Google Forms and distributed exclusively through digital platforms, including e-mail, Whatsapp and other social media channels. The questionnaire commenced with a screening section to ensure participants met the predefined minimum criteria (senior high school education, currently employed, and familiarity with biodegradable plastic bags). The data collection process was conducted for approximately one month, with all participation being strictly voluntary and anonymous. The questionnaire was structured into two primary sections: demographics (age, gender, employment status, final education level, and annual household income) and the measurement constructs.

Data collected resulting in a total of 218 responses. Due to the instrument design, which utilized compulsory fields and a screening section based on strict purposive sampling criteria, all incoming responses were considered inherently complete and qualified at the initial stage. Therefore, the data cleaning process was primarily focused on identifying and eliminating low-quality responses, such as those exhibiting patterned answers or clear outliers. Following this rigorous procedure, 198 usable responses were retained for preliminary statistical analysis.

Although 198 usable responses were initially retained following the data cleaning procedure, the final PLS-SEM (Partial Least Squares-Structural Equation Modeling) analysis was performed using only 119 responses. This necessary reduction ensured that only those responses containing complete data across all variables required for the final structural model were included, particularly after stringent missing data checks. The sufficiency of this final analytical sample size (N=119) was robustly confirmed through two methods. First, a Statistical Power Analysis was conducted using G*Power software (Faul et al., 2009). Based on a medium effect size ($f^2=0.15$), a significance level of 0.05, a high desired statistical power of 0.95, and three predictors, the analysis precisely yielded a minimum required sample size (Nmin) of 119 respondents. As the final sample size matched this minimum requirement, it is considered statistically sufficient for robust hypothesis testing.

Measures

Multi-item scales were adapted in this study, which was taken from previous studies to measure the chosen constructs. All constructs were measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). As seen in Table 3, 16 items were selected to measure intention to purchase biodegradable plastic bags through three variables.

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

Table 3. Measurement Items for Latent Constructs

Variables	Indicators	Sources
Green Awareness (X1)	More retail shops should be required to provide biodegradable plastic bags (X1.1)	(Ogiemwonyi, 2022; Sh. Ahmad et al., 2021)
	I believe the environment in Denpasar is getting worse due to the large amount of plastic waste (X1.2)	
	I feel I have a personal responsibility to help manage waste and protect the environment. (X1.3)	
	I believe it is important to raise public awareness about the issue of plastic waste and sorting. (X1.4)	
Subjective Norms (X2)	Most people who are important to me think that I should use biodegradable plastic bags (X2.1)	(Chanda et al., 2024; Kumar & Pandey, 2023)
	My family and close friends encourage me to use environmentally friendly products (X2.2)	
	I feel social pressure to buy environmentally friendly products (X2.3)	
	Many people around me generally buy the biodegradable plastic bags (X2.4)	
Trust in Green Product (X3)	I believe that claims about biodegradable plastic bags are generally trustworthy (X3.1)	(Ogiemwonyi, 2022)
	I am confident that biodegradable plastic bags are generally dependable. (X3.2)	
	I believe the environmental benefits of biodegradable plastic bags meet my expectations (X3.3)	
	I believe that biodegradable plastic bags keep their promises for environmental protection (X3.4)	
Intention to Purchase Biodegradable Plastic Bags (Y)	I would consider switching to brands or shops that prioritize selling biodegradable plastic bags (Y1)	(Chanda et al., 2024; Kumar & Pandey, 2023)
	I will actively try to buy biodegradable plastic bags instead of regular plastic bags in the near future (Y2)	
	I am willing to pay more for biodegradable plastic bags than for regular plastic bags (Y3)	

Source: Adapted from Chanda (2023), Kumar and Pandey (2023), Ogiemwonyi (2022), and Sh. Ahmad et al. (2021)

IV. RESULTS AND DISCUSSION

Respondents Demographic

Table 2 demonstrate that the sample is highly educated, with 57.1% holding a Bachelor's Degree and nearly 70% holding at least a Diploma/Associate Degree or higher. Furthermore, the majority of respondents are actively engaged in the workforce, predominantly as Private Sector Employees (46.2%) or Entrepreneurs (26.1%). This profile is crucial for the study, as higher education is typically correlated with greater environmental awareness (Yang et al., 2024) and stable employment ensures the necessary financial capacity to overcome the price premium often associated with sustainable products (Gigol & Gigol, 2022).

The dominant age group is 26–35 years (39.5%), representing young to middle-aged urban professionals. This demographic is often characterized by increasing environmental consciousness and active consumption patterns, making them a highly relevant target group for studying purchasing intentions. Correspondingly, 48.7% of the respondents fall within the mid-range annual household expenditure bracket (Rp 60,000,000 – Rp 120,000,000). This income distribution provides a strong basis for the study, confirming that the sample possesses the financial means required to make purchase decisions regarding green products, thereby controlling for potential confounding effects of extreme poverty or wealth on affordability.

The sample shows a slightly higher proportion of female respondents (53.8%) compared to males (46.2%). This distribution is consistent with findings in green marketing literature, where women are often reported to be more actively involved in household purchasing decisions (Kirkwood et al., 2024) and demonstrate higher levels of pro-environmental attitudes and purchase intentions than men (Tien & Huang, 2023)

Table 2 Respondents Demographic

Demographic Categories	Category	Frequency (n)	Percentage (%)
Gender	Male	55	46%
	Female	64	54%
	Total	119	100%
Age	18 – 25 years	38	32%
	26 – 35 years	47	39%
	36 – 45 years	25	21%
	>45 years	9	8%

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

	Total	119	100%
Education	Senior High School/Equivalent	21	18%
	Diploma/Associate Degree	15	13%
	Bachelor's Degree	68	57%
	Master's/Doctorate Degree	15	13%
	Total	119	100%
Employment Status	Private Sector Employee	55	46%
	Entrepreneur/Self-Employed	31	26%
	Government/State-Owned Enterprise Employee	23	19%
	Professional/Others	10	8%
	Total	119	100%
Annual Household Expenditure	< Rp 60.000.000	33	28%
	Rp 60.000.000 – Rp 120.000.000	58	49%
	Rp 120.000.001 – Rp 240.000.000	28	24%
	Total	119	100%

Source: Analyzed data (2025)

Measurement Model Assessment

To ensure the strength and quality of the findings, the measurement model's reliability and validity were thoroughly assessed. All measurement scales were adopted from prior validated studies within the relevant literature. The analysis utilized Partial Least Squares-Structural Equation Modeling (PLS-SEM), requiring examinations of convergent validity, indicator reliability, and discriminant validity. The measurement model's convergent validity and reliability were assessed following the criteria recommended by (Hair et al., 2021). Convergent validity is achieved when the Average Variance Extracted (AVE) is ≥ 0.50 . Reliability is confirmed when both the Composite Reliability and Cronbach's Alpha values are ≥ 0.70 , and Outer Loadings are ≥ 0.70 . Although several indicators exhibited outer loadings slightly below the recommended threshold (e.g., 0.69), they were retained because their removal did not result in a significant improvement in the construct's CR or AVE values. This decision aligns with methodological guidelines permitting the retention of indicators with loadings between 0.40 and 0.70 when they significantly contribute to the construct's content validity and the overall measurement model satisfies all other recommended thresholds for reliability and validity (Hair et al., 2021). Overall, the full measurement model successfully demonstrated satisfactory convergent validity and composite reliability across all constructs (see Table 4).

Table 4. Convergent Validity and Indicator Reliability

Constructs	Items	AVE	Outer Loadings	Cronbach's Alpha	Composite Reliability
Green Awareness (X1)	X1.1	0,538	0,782	0,713	0,823
	X1.2		0,759		
	X1.3		0,695		
	X1.4		0,693		
Intention to Purchase Biodegradable Plastic Bags (Y)	Y1	0,626	0,770	0,709	0,834
	Y2		0,821		
	Y3		0,782		
Subjective Norms (X2)	X2.1	0,561	0,783	0,739	0,836
	X2.2		0,784		
	X2.3		0,726		
	X2.4		0,698		
Trust in Green Product (X3)	X3.1	0,667	0,802	0,833	0,889
	X3.2		0,830		
	X3.3		0,866		
	X3.4		0,766		

Source: Analyzed data (2025)

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio of Correlations (HTMT) method. The HTMT approach is recognized as the most reliable measure for variance-based Structural Equation Modeling (SEM) methodologies, such as PLS-SEM (Henseler et al., 2015). This method ensures that each latent construct is statistically distinct from all other constructs within the model. The outcomes of the HTMT measurement clearly demonstrated that all inter-construct correlations fell below the recommended threshold of 0.90 (Henseler et al., 2015). Specifically, the highest HTMT ratio observed was 0,887, which is well below the conservative threshold. This finding provides clear evidence that each variable is sufficiently differentiated from all other variables in the model (see Table 5).

Table 5. Discriminant Validity

	Green Awareness (X1)	Intention to Purchase Biodegradable Plastic Bags (Y)	Subjective Norms (X2)
Intention to Purchase Biodegradable Plastic Bags (Y)	0.777		
Subjective Norms (X2)	0.688	0.679	
Trust in Green Product (X3)	0.887	0.854	0.692

Source: Analyzed data (2025)

Structural Model Assessment

Figure 2 presents the results of the structural model, illustrating the model's descriptive power and the statistical significance of the estimated path coefficients. To rigorously assess the statistical significance of these hypothesized relationships, the bootstrapping procedure was executed (Hair et al., 2021). A total of 2,000 bootstraps were run to acquire the stable path coefficients and their respective t-values. The model demonstrated well explanatory power, as evidenced by the high R-Square values for the endogenous variables. The variance in Intention to Trust in Green Product (X3) was substantially explained by its exogenous predictors (Green Awareness and Subjective Norms), yielding an R-Square of 52.8%. Similarly, Intention to Purchase Biodegradable Plastic Bags (Y) was explained by 50.5% of the variance stemming from its predictors. These R-Square values confirm that the proposed structural model is robust and possesses well predictive relevance, successfully explaining a substantial portion of the variation in the key dependent variables within the research framework.

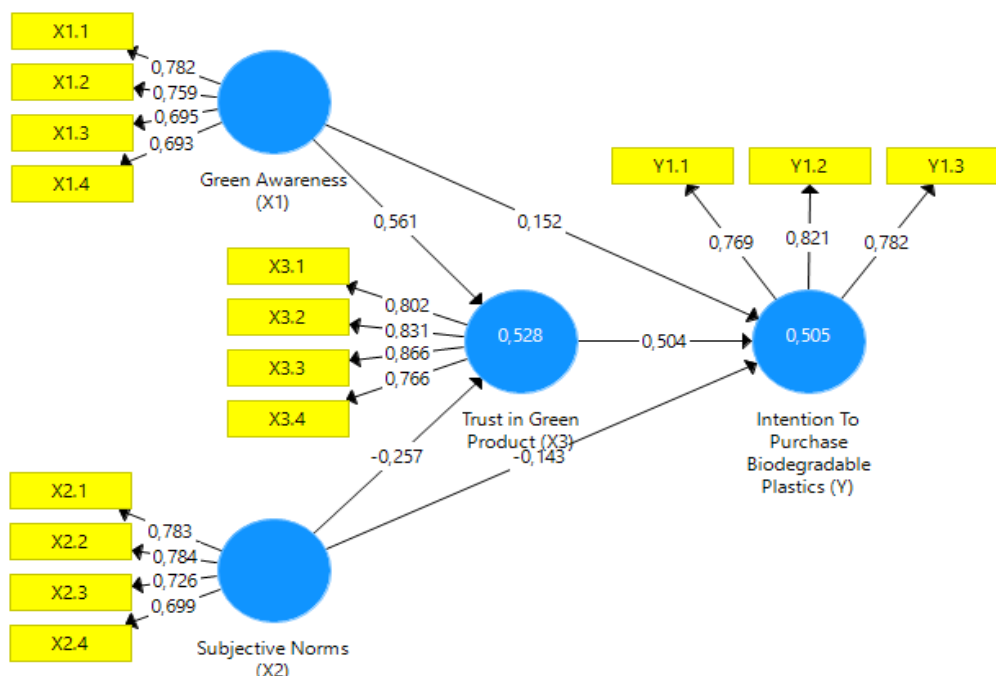


Figure 2. Conceptual Model Result

Source: Model Output SmartPLS (2025)

Hypothesis Testing and Findings

The structural model was assessed by analyzing the path coefficients (β) and their statistical significance (p-values) derived from the 2,000 bootstrap procedure. Out of the five hypothesized relationships, two were accepted, and three were rejected (Table 6). The analysis confirmed that Trust in Green Product (X3) is the dominant factor in the model, demonstrating a significant

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

positive effect on Intention to Purchase Biodegradable Plastic Bags (Y) ($\beta=0.504$; $p=0.000$). This finding strongly underscores that consumer confidence in the green product's efficacy and integrity is the key driver of green purchase intention. This trust mechanism is strongly initiated by Green Awareness (X1), which exhibits a significant positive effect on Trust in Green Product (X3) ($\beta=0.561$; $p=0.000$).

Table 6. Direct Effects

Hypothesis	Construct Relationships	Beta Coefficients	t Statistics	p Values	Results
H1	Green Awareness (X1) -> Intention To Purchase Biodegradable Plastic Bags (Y)	0.152	1.460	0.145	Rejected
H2	Subjective Norms (X2) -> Intention To Purchase Biodegradable Plastic Bags (Y)	-0.143	1.837	0.067	Rejected
H3	Green Awareness (X1) -> Trust in Green Product (X3)	0.561	7.313	0.000	Accepted
H4	Subjective Norms (X2) -> Trust in Green Product (X3)	-0.257	3.022	0.003	Rejected
H5	Trust in Green Product (X3) -> Intention To Purchase Biodegradable Plastic Bags (Y)	0.504	5.964	0.000	Accepted

Source: Analyzed data (2025)

The pattern of results suggests a fully mediated model, implying that cognitive knowledge alone is insufficient to drive behavior. This is evidenced by the direct path from Green Awareness (X1) to Purchase Intention (Y) being rejected ($\beta=0.152$; $p=0.145$), confirming that awareness must first build trust before translating into action. Furthermore, Subjective Norms (X2) proved largely ineffective, as the path to Purchase Intention (Y) was also rejected ($\beta=-0.143$; $p=0.067$), indicating that social pressure does not significantly affect green purchase intention. Most notably, the hypothesized positive influence of Subjective Norms on Trust (X3) was rejected despite being statistically significant ($p=0.003$), as the negative path coefficient ($\beta=-0.257$) contradicts the theoretical premise. This suggests that social pressure may ironically induce skepticism or resistance toward the perceived quality or necessity of biodegradable plastic bags in the Denpasar context.

Table 7. Indirect Effects

Hypothesis	Construct Relationships	Beta Coefficients	t Statistics	p Values	Results
H6	Green Awareness (X1) -> Intention To Purchase Biodegradable Plastic Bags (Y)	0.283	4.528	0.000	Accepted
H7	Subjective Norms (X2) -> Intention To Purchase Biodegradable Plastic Bags (Y)	-0.129	2.451	0.014	Accepted

Source: Analyzed data (2025)

The results in Table 7 show that H6 is accepted, indicating that green awareness indirectly influences the intention to purchase biodegradable plastic bags through trust in green products. Although the path coefficient from green awareness to purchase intention remains statistically significant ($\beta = 0.283$, $t = 4.528$, $p = 0.000$), the mediation analysis demonstrates that a substantial portion of this influence occurs because environmentally aware consumers tend to develop stronger trust in green products. This enhanced trust subsequently strengthens their intention to adopt environmentally responsible alternatives. These findings are consistent with prior research suggesting that environmental awareness alone is not always sufficient; instead, it must be accompanied by confidence in product credibility to translate into actual purchase motivation.

Similarly, H7 is accepted, showing that subjective norms exert a significant indirect effect on the intention to purchase biodegradable plastic bags through green product trust. Although the coefficient from subjective norms to purchase intention is statistically significant ($\beta = -0.129$, $t = 2.451$, $p = 0.014$), the mediation results highlight that social expectations influence consumers' green purchasing behavior primarily by shaping their level of trust in green products. When individuals perceive strong social encouragement toward environmentally responsible behavior, they are more likely to believe in the reliability and environmental benefits of green products, which in turn enhances their intention to make sustainable choices. This pattern reinforces the importance of social influence as a driver of trust formation in the green product context.

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

Re-evaluate The Role of Awareness and Social Norms

The analysis reveals that Green Awareness does not exert a direct influence on consumers' intention to purchase biodegradable plastic bags. Although this outcome differs from the dominant view in the literature—which generally argues that environmentally knowledgeable consumers tend to express stronger green purchasing tendencies—it aligns with studies showing that awareness alone does not necessarily translate into action. In the context of Denpasar, where public understanding of environmental issues has been increasing partly through ongoing waste-sorting initiatives, awareness appears to shape attitudes but not the final behavioral decision. Consumers may acknowledge the severity of ecological problems, including plastic pollution, yet such recognition remains insufficient to motivate them to shift to biodegradable plastic bags. The findings reinforce the notion that awareness functions more as a preliminary psychological condition that enhances susceptibility to green information, rather than as a direct trigger of green purchasing. Only when this awareness is accompanied by credible trust in the product's environmental performance does it become meaningful for shaping purchase decisions.

Similarly, the study indicates that Subjective Norms do not directly foster the intention to purchase biodegradable plastic bags. This result departs from much of the behavioral literature, which often emphasizes the persuasive effect of social expectations, peer influence, and normative pressure in encouraging pro-environmental behavior. However, the present finding supports an emerging line of research suggesting that not all sustainable decisions are norm-driven. In the setting of biodegradable plastic bag adoption, consumers appear less motivated by what family, friends, or the broader community expect them to do. Instead, they demonstrate a greater reliance on personal evaluations and individual-level reasoning. This suggests that, for products whose environmental claims are frequently questioned, social encouragement may be insufficient to compel behavioral change. People may appreciate the societal push toward greener habits, but without their own confidence in the product's authenticity and effectiveness, such norms fail to meaningfully shape intention.

Interpreting the Unexpected Effect of Subjective Norms

The paradoxical outcome regarding subjective norms presents an important nuance in this study. Although the statistical test indicated significance, the association moved in the opposite direction of what behavioral theories commonly predict. This counter-intuitive pattern appears to stem from the generally weak presence of social encouragement for using biodegradable plastic bags within the studied community. Unlike theoretical assumptions suggesting that positive social reinforcement should strengthen consumer trust, the data implies that such reinforcement is largely absent in the local context. Respondents reported limited encouragement from family members, minimal peer influence, and almost no sense of social expectation related to environmentally responsible purchasing. Therefore, the negative direction of the relationship should not be interpreted as evidence of negative social discourse surrounding green products. Rather, it reflects a situation in which individuals may personally trust eco-friendly alternatives, yet this trust develops independently of any meaningful social endorsement. In environments where collective encouragement is weak, subjective norms may appear to relate negatively to trust, not because society discourages sustainable choices, but because society plays almost no role in shaping them.

The Mediating Role of Green Trust

These findings highlight that, in the context of biodegradable plastic bags, consumer trust in the environmental claims of the product becomes the central psychological mechanism that converts pro-environmental sentiments into actual purchase intention. As with many green products, consumers often face uncertainty regarding the legitimacy, effectiveness, and environmental impact of biodegradable packaging. Under such conditions, green trust functions as a credibility filter through which consumers evaluate whether a product genuinely contributes to ecological improvement or merely employs sustainability narratives as a marketing device. Furthermore, the mediating role of green trust indicates that increased environmental awareness or exposure to pro-environmental social norms alone is insufficient to generate a firm intention to purchase. Although individuals may recognize that using biodegradable plastic bags is socially desirable and aligns with community expectations, they remain reluctant to change their behavior unless they are assured that the product truly performs as claimed biodegrades effectively, reduces plastic waste, and is safer for the local environment. In this sense, subjective norms and awareness create the preliminary motivation, but trust solidifies the transition from intention formation to behavioral commitment.

In the urban setting of Denpasar, this dynamic becomes even more pronounced. Growing environmental consciousness and regional regulations aimed at reducing plastic waste have fostered a supportive social climate for green consumption. However, the market still presents a wide variation in the quality and authenticity of "biodegradable" products. Many consumers are aware that not all biodegradable bags decompose under natural conditions, and some may be oxo-degradable materials that fragment into microplastics rather than fully biodegrading. These uncertainties heighten the role of trust as a

Drivers of Green Purchase Intention Toward Biodegradable Plastic Bags: A TPB-Based Analysis

decisive evaluative criterion. Consumers require credible information, transparent labeling, and consistent product performance before they are willing to replace conventional plastic bags with biodegradable alternatives. Consequently, green trust acts as the psychological bridge that links social influence and environmental awareness to a concrete purchasing decision. When consumers believe that biodegradable plastic bags genuinely deliver environmental benefits, rather than merely symbolizing ecological concern, their intention to adopt such products becomes more stable and enduring.

V. CONCLUSION

This study successfully investigated the factors influencing urban consumers' Intention to Purchase Biodegradable Plastic Bags in Denpasar using the PLS-SEM approach. First, the findings establish that the mechanism driving purchase intention is rationality-based and fully mediated by consumer trust, rather than being influenced by direct awareness or social conformity. Second, Trust in Green Products is the strongest predictor of Purchase Intention, underscoring that consumer confidence in a product's integrity and efficacy is non-negotiable for adoption. Third, Green Awareness significantly enhances this Trust. This pattern validates the theoretical role of trust as the essential bridge that translates environmental knowledge into market behavior, as the direct path from Awareness to Intention was rejected. Finally, the study found that Subjective Norms do not significantly influence Purchase Intention. Subjective Norms were also found to negatively affect Trust. This finding concludes that the absence of strong social encouragement weakens the influence of subjective norms on trust. In other words, trust in green products among consumers exists individually, but it is not socially reinforced within their community.

Moreover, the mediation analysis further reinforces the centrality of trust in consumers' decision-making process. Trust in green products was found to mediate the relationship between Green Awareness and Purchase Intention, demonstrating that environmental knowledge only becomes behaviorally meaningful when accompanied by confidence in product authenticity and performance. Trust also mediated the relationship between Subjective Norms and Purchase Intention, indicating that social influence contributes to sustainable purchasing only to the extent that it strengthens consumer trust. Together, these findings highlight that trust is the pivotal psychological mechanism through which both cognitive (awareness) and social (norms) factors shape biodegradable plastic bag adoption.

VI. LIMITATION AND FUTURE RESEARCH

First, the research employed a non-probability purposive sampling method and was confined to urban residents of Denpasar, Bali. While this design was intentional to address the study's specific context (educated, employed consumers), it inherently limits the generalizability of the findings to the wider Indonesian consumer population. To enhance generalizability, future research should replicate this model in different Indonesian regions.

Second, the current study adopted an extended framework based on the Theory of Planned Behavior (TPB), focusing on the relationships between Green Awareness, Subjective Norms, Trust in Green Products, and Purchase Intention. Due to the confines of this specific model, variables related to the external purchasing environment such as direct Stimuli and other internal cognitive processes Organism states (e.g., emotions or affective states). Future research is encouraged to adopt the Stimulus-Organism-Response (S-O-R) theoretical model. This would provide a more robust mechanism to study the counter-intuitive effect of social influence observed in this study.

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