

# A Study of Intention to Use Eco-Friendly Shopping Bags in Pontianak City

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**Abstract.** This study was conducted to find out and investigate influence of attitude, subjective norms, perceived behavioral control over the intention to use eco-friendly shopping bags. Population of this study are all consumers of retail stores/supermarkets/malls in Pontianak City. The results show that attitude, subjective norms, and perceived behavioral control simultaneously and partially influence intention to use EFSB.

**Keywords:** Attitude, Subjective Norms, Perceived Behavioral Control, Intention to Use,

## 1 Introduction

Plastic waste is one of the problems faced by many countries, including Indonesia. The 2021 World Population Review stated Indonesia is fifth-ranked as a country contributing plastic waste to the sea with plastic waste reaching 56 thousand tons, after the Philippines, India, Malaysia, and China [16]. Information from the National Waste Management Information System of Indonesia's Ministry of Environment and Forestry demonstrated that waste quantity created in the nation in 2022 was 19,45 million tons, a decrease of 37,52% from 2021 which was 31,13 million tons. Categorized by variety, the predominant portion of waste matter produced across the country was in 2022 in the form of food waste (41,55%), plastic waste (18,55%), wood/twig waste (13,27%), paper/cardboard waste (11,04%), metal waste (2,86%), cloth (2,54%), glass (1,96%), rubber/leather (1,68%), and 6,55% other types [5].

Plastic waste is a major problem in environmental pollution. Plastic waste is a type of waste that is not easily decomposed and takes years to decompose naturally. One of the people's activities that is directly related to plastic is shopping. Shopping is a routine activity that is carried out by many people, whose goal is to fulfill the needs and desires in their life. Regardless of the type of product purchased, consumers tend to need plastic bags to make it easier for consumers to carry the goods they buy from shops or supermarkets to their homes or their respective destinations. So it is almost certain that after shopping, each person will bring at least 1 plastic bag.

Shopping is generally a planned or pre-planned activity, although sometimes shopping is an unplanned or an impulsive activity. If this activity is carried out routinely by almost everyone, then we can imagine how many plastic bags are needed, which will eventually become waste.

Concurrent with the observance of National Garbage Day on February 21, 2016, the Ministry of Environment and Forestry executed a pilot run of the Paid Plastic Bags regulation. The trial was carried out at modern retailers members of the Indonesian Retailers Association (APRINDO) in 22 cities, namely: Banda Aceh, Medan, Pekanbaru, Palembang, DKI Jakarta, Bandung, Tangerang, Bekasi, Depok, Bogor, Semarang, Solo, Surabaya, Yogyakarta, Banjarmasin, Balikpapan, Makasar, Denpasar, Kendari, Ambon, Jayapura and Papua.

A Circular Letter from the Ministry of Environment and Forestry's Directorate General for the Management of Waste, Hazardous, and Toxic Waste Number: S.1230/PLSB3-PS/2016 about Prices and Mechanisms for Implementing Paid Plastic Bags details the provisions on paid plastic bags. According to the circular, the minimum price for one plastic bag is IDR 200,00. However, currently, the price of paid plastic bags varies in various retail stores.

This policy is one way to make people aware of the use of plastic bags while at the same time changing lifestyles to be more environmentally friendly (eco-friendly), for example by bringing our own tote bags or shopping bags. Furthermore, more and more retail stores offer Eco-Friendly Shopping Bags (EFSB). For EFSB, consumers are required to pay Rp 2.000,00 to Rp 5.000,00.

According to the findings of the study conducted by Saraswati, stated that only 7,55% of respondents who were modern retailers in Denpasar City and Badung Regency implemented paid plastic policy in their stores, while 92,45% of respondents did not implement paid plastic bags policy [20]. While the results of other studies show that the knowledge level of most sellers in the Badung traditional market, in Denpasar City regarding reducing the use of single-use plastic bags was good [8].

Several studies have been conducted to find out public perceptions of the paid plastic bags policy, including Suryani (2016) [22]; O'Brien and Thondhlana (2019) [19]; and Vassanadumrongdee, et al. (2020) [25]. Other studies on shopping bags were conducted by Singh and Cooper (2017) [21]; Linh, et al. (2021) [23]; Nguyen (2021) [17]; and Nguyen, et al. (2022) [18].

Empirical studies on the variables affecting consumers' decisions to "bring your own bag" when shopping rather than use plastic bags have received little attention, particularly in several Asia's emerging nations. The majority of studies on the usage of reusable or personal bags or Eco-Friendly Shopping Bags (EFSB) has been conducted in developed European and Asian countries (Chida, 2011 [9]; Yeow, et al., 2014 [26]).

This study is performed to ascertain and explore the impact of attitude, subjective norms, and perceived behavioral control on interest in using EFSB in the city of Pontianak. This study will use the Theory of Planned Behavior to examine the factors that effect consumers' intention in bringing and using their own shopping bags or EFSB in Pontianak City, to provide information for related parties to promote the behavior of carrying and using their own shopping bags or EFSB to reduce the use of plastic bags, especially in Pontianak City.

## 2 Literature Review And Hypothesis Development

### 2.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) builds on and expands the earlier Theory of Reasoned Action (TRA). TRA was originally introduced in a 1988 study by Sheppard et al. titled "The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research". TRA is a social psychology theory that looks at the determinants of behavior, specifically attitudes toward behaviors and subjective norms. Sheppard et al.'s theory originated from earlier work by Fishbein and Ajzen published in 1975 in their book "Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research." The key elements it added to previous theories were the influences of attitudes and social norms on intentions to ultimately shape behaviors [14].

TPB was originally proposed by Ajzen in his academic work "The Theory of Planned Behavior" [2]. The Theory of Planned Behavior (TPB) incorporates key concepts from social science and behavioral studies, formulating models to forecast and interpret people's actions in given contexts. Specifically, TPB research reveals people's attitudes about particular conduct, their perceptions of social expectations regarding such conduct, and their perceived capacity to control said conduct, collaboratively enable accurate predictions of intentions to engage in the conduct. Subsequently, pairing intention with perceived control accounts for most variation in actual observance of the behavior. In essence, TPB advances an explanatory framework centered on social-psychological influences—attitudes, social pressures, self-efficacy—that can foretell motivations that largely shape behavioral outcomes in predictable ways across situations. This systematic understanding allows TPB to reliably anticipate and make sense of human decision-making and actions under varying circumstances [2].

TPB is a behavioral construct that looks into the causes of human behavior predictions. It is predicated on the assumption that because most acts are planned in accordance with diverse conditions, human behavior is predictable. The TPB model's significance is illustrated by the scientific technique it uses to investigate human behavior. The model of TPB can be seen in the following figure:

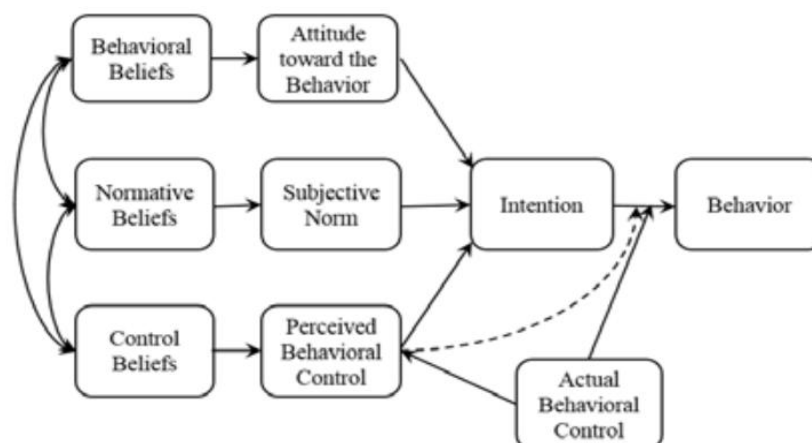


Fig. 1. The Theory of Planned Behavior Model [3]

## 2.2 Intention

Intention is typically viewed as the motivational or action-oriented dimension of attitude. There is a common assumption that this conative, goal-directed component of attitude aligns with the affective component, which encompasses emotions, preferences, and evaluations [14]. Intention reflects people's expressed motives to act through deliberate action plans and choice processes [14]. The attitude a person has to engage in an activity and arbitrary standards determine what they intend to do. With a strong association between intention and conduct, one action can be predicted from the attitude toward the activity [3]. Intentions, functioning as gauges of individuals' readiness to devote effort towards undertaking deeds, are theorized to signify the motivating drivers impacting conduct. Broadly speaking, intentions with greater intensity to engage in specific acts are expected to translate to a higher likelihood of actual performance of those acts [2]. "Intent" refers to the person's motivations for engaging in a conduct [18].

Before engaging in an activity, one must first have the intention to do so [14]. The assumption that engaging in the behavior will produce a specific consequence results in this intent, which is known as behavioral intention. According to TPB, having good intentions makes people more motivated to act, and that makes behaviors easier to carry out. Intentions come before actions [14]. The proposed hypothesis is:

H1 = Attitude, Subjective Norms, and Perceived Behavioral Control influence Intention to Use

## 2.3 Attitude

Attitude is a broad interpretation of the significance of a person's particular behavior. According to TPB, having a good mindset causes some behavioral intentions to increase. [6]. Attitude can be characterized as an acquired propensity to react in a reliably positive or negative manner in relation to a specific entity. This conceptualization has resulted in the postulation of a powerful association existing between attitudes and interests [14].

The term "attitude" is used as an explanatory tool in an effort to understand human behavior. Attitudes are seen as complex systems that compromise a person's beliefs about objects, his feelings toward objects, and his tendencies to act in relation to objects. Given that this inclusive view of attitudes encompasses all of people's experiences with respect to objects, it would be difficult to ascribe anything other than a strong correlation between attitudes and behavior [14].

Attitude which stems from beliefs and judgments of favorable, unfavorable or impartial impacts affecting conduct. Attitudes regarding user behaviors are impacted by a user's sentiments associated with acting out a particular deed as well as notions about requirements for embarking in said behavior [15]. Someone will see a specific activity favorably if they believe that doing so would result in more or less favorable outcomes. The full frame of mind is described by the phrase "attitude toward behavior." This attitude, whether positive or negative, is tied to the reason for developing this conduct. Because of this, attitudes are seen as the result of personal judgments of behavior and its effects.[4]. The proposed hypothesis is:

H2 = Attitude influences Intention to Use EFSB

## 2.4 Subjective Norms

Subjective norms are defined as perceptions that are formed based on influences that assume that individuals may or may not do something [2]. Subjective norms are the product of influence impressed upon an individual to partake or abstain from partaking in specific conduct [2]; [10]. The personal views regarding engaging in or abstaining from particular actions, plus the drive and readiness to perform or avoid something deemed consequential, are referred to as subjective norms [24]. This indicates The collective impetus, stemming from one's community or peer groups, to partake in or abstain from a specified conduct [7]. Subjective norms can be developed by the perception of normative beliefs from individuals or societal elements, such as family, friends, coworkers, and the media, that affect consumer intentions. [14].

SN denotes the perceived communal burden to avoid acting in a manner considered reflective of amassed normative conceptions regarding the anticipation of consequential referents. SN signifies the behavioral standards of society maintained by individuals of importance to a person, like family, companions, and educators. It is the discernment that influential people desire an individual to perform or abstain from a specific conduct [4]. SN appears to be strongly correlated with users' own intents or ideas about how much members of a given society who care about them think they should or shouldn't engage in particular actions in many places of the world. [14]. The proposed hypothesis is:

H3 = Subjective norms influence Intention to Use EFSB

## 2.5 Perceived Behavioral Control

Perceived Behavioral Control (PBC) is the individual motivation that is influenced by the perceived level of behavioral difficulty [13]. PBC possesses the capability to deter individuals from exhibiting behaviors or facilitate engagement in behaviors when impediments or assets arise. [13]; [12]. PBC measures a person's perspective, capacity, access to resources, and likelihood of engaging in a particular activity. may be characterized as the sense of control a person feels over an action. The person can carry out some behaviors more readily when this power level rises. TPB claims that When persons sense they wield adequate influence over their actions, the probability of partaking in those deeds heightens [6]. PBC is highly influential and follows the attitude factor in ranking for intentions to make green purchases. [11].

PBC denotes the extent to which a person retains the competence, means, and fundamental prerequisites demanded to execute particular behaviors [4]. A person's capacity to act as an indicator of current conduct and predict future behavior increases with his or her degree of control over that behavior. PBC can therefore be applied to behavior prediction in a way that accurately represents the behavior. Results from earlier studies about connection between PBC and intention were unresolved. In most cases, PBC itself is not a predictor of user behavioral intentions or attitudes [27]. The proposed hypothesis is:

H4 = Perceived behavioral control influences Intention to Use EFSB

## 2.6 Research Model

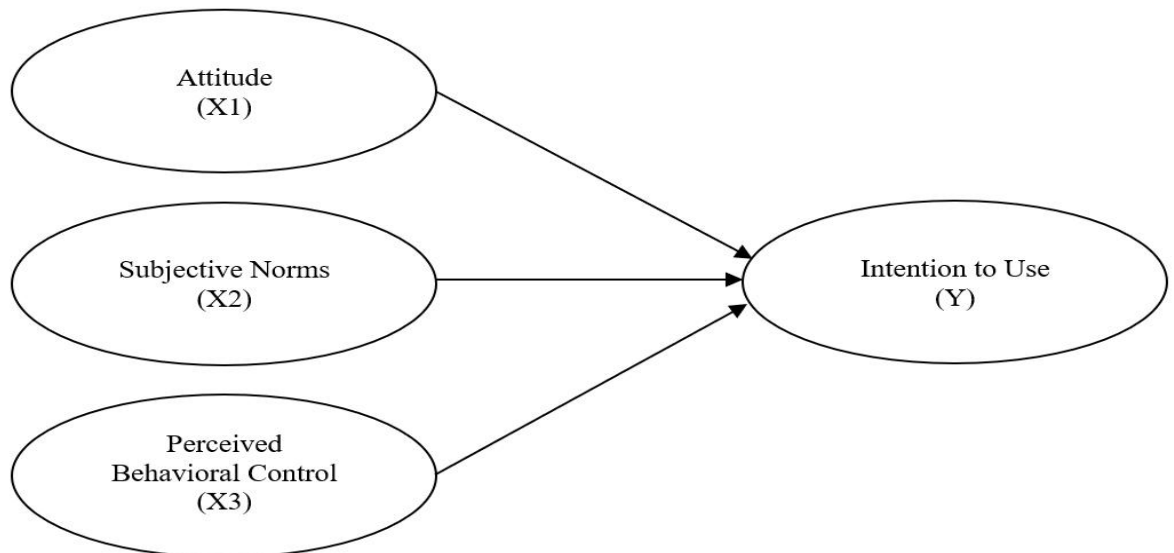


Fig. 2. Hypothetical Model

## 3 Research Methods

### 3.1 Research Desain

This study is an associative one, which seeks to understand the connection between or influence of two or more factors. So, the objective of this study was to define the relationship or influence of Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) on Intention to Use (Y).

### 3.2 Place and Time of Research

This study is conducted in Pontianak City, West Kalimantan, with the objects of study are consumers of retail stores/supermarkets/malls.

### 3.3 Data

The data used in this study consists of primary and secondary data. Primary data collection in this study using interviews and questionnaires. Interviews were conducted for preliminary studies and to gather information from respondents related to problems in this research according to the variables studied. Questionnaires will be distributed to the sample in this study. Secondary data is obtained through literature studies or related literature searches.

### 3.4 Population and Sample

The population in this study are all consumers of retail stores/supermarkets/malls in Pontianak City. Researchers set sampling of 100 respondents. Researchers used purposive sampling, namely determining sample with certain criteria.

### 3.5 Research Variables

The variables examined consist of independent and dependent variables. The independent variables consist of Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3). The dependent variable in this study is Intention to Use (Y).

### 3.6 Techniques of Data Analysis

Data analysis consists of descriptive and statistical analysis. Descriptive analysis is carried out based on the respondents' answers to the questionnaire. Descriptive analysis consists of interpretation of the characteristics of the respondents and analysis.

To evaluate the influence of attitude, subjective norms, and perceived behavioral control on intention to use, researchers used statistical analysis using data obtained from questionnaires that had been filled out by respondents. Based on these answers, assessment criteria were then prepared for each statement item. To determine the rating scale, the researcher used a Likert scale with alternative answers, namely strongly agree, agree, disagree, and strongly disagree. To test the structural model (hypotheses), researchers used an application that helps researchers to process data.

## 4 Results And Discussion

### 4.1 Result

#### 4.1.1 Descriptive Analysis

Respondents in this study consist of 100 people, who are residents of Pontianak City and consumers of retail stores/supermarkets/malls. The characteristics of the respondents in this study are detailed below:

**Table 1. Characteristics of Respondents**

No	Details	Number of Respondents (orang)
1	Age	
	19 – 28 years old	50
	29 – 38 years old	35
	39 – 48 years old	13
	49 – 58 years old	2
	Total	100
2	Sex	
	Men	28

	Women	72
	Total	100
3	Education	
	SMP/equivalent	4
	SMA/equivalent	47
	Diploma	17
	Bachelor	32
	Total	100
4	Occupation	
	Student	22
	Government Employees	16
	Private Employees	42
	Housewives	3
	Entrepreneur	7
	Unemployment	2
	Others	8
	Total	100
5	Income per month	
	Rp 0 - Rp 2.499.999	34
	Rp 2.500.000 - Rp 4.999.999	36
	Rp 5.000.000 - Rp 7.499.999	19
	Rp 7.500.000 - Rp 9.999.999	3
	≥ Rp 10.000.000	8
	Total	100
6	Frequency of shopping at retail stores/supermarkets/malls in one month	
	1 s/d 5 times	62
	6 s/d 10 times	21
	> 10 times	17
	Total	100
7	Have your shopping activities been planned before?	
	Yes	74
	No	26
	Jumlah	100

Source: Processed Data, 2023

Table 1 figured out most of respondents are 19-28 years old, female, SMA/equivalent, work as private employees, income per month are Rp 2.500.000,00 - Rp 4.999.999,00, frequency of shopping at retail stores/supermarket/mall in one month as much as 1 to 5 times, and shopping activities have been planned before.

#### 4.1.2 Statistical Analysis

##### a. Instrument Test

The instrument test consists of validity and reliability test.

The validity test correlates the value of each item with the total value across all items.

Results of processing data are obtained by calculating the value of  $r$ , which is then compared



with the value of r table. The value of r table is obtained by the formula:  $n$  (number of sample) - 2 =  $100 - 2 = 98$ , with level of significance is 5% (0,05), the value of r table is 0,195.

Validity test results can be seen below:

**Table 2. Validity Test Output**

Variables	Indicators	Calculated r value
Attitude (X1)	AT.1	0,735
	AT.2	0,801
	AT.3	0,808
	AT.4	0,861
Subjective Norms (X2)	SN.1	0,790
	SN.2	0,851
	SN.3	0,720
	SN.4	0,827
Perceived Behavioral Control (X3)	PBC.1	0,910
	PBC.2	0,911
	PBC.3	0,886
	PBC.4	0,718
Intention to Use (Y)	ITU.1	0,842
	ITU.2	0,890
	ITU.3	0,881
	ITU.4	0,807

Source: Processed Data, 2023

Table 2 showed all items in Attitude (X1), Subjective Norms (X2), Perceived Behavioral Control (X3), and Intention to Use (Y) variables are valid, because the calculated r value for all items is greater than 0,195.

Reliability test results are detailed below:

**Table 3. Reliability Test Output**

Variables	Cronbach's Alpha Values
Attitude	0,807
Subjective Norms	0,809
Perceived Behavioral Control	0,878
Intention to Use	0,875

Source: Processed Data, 2023

Table 3 showed Cronbach's Alpha values for all variables in this study, namely Attitude, Subjective Norms, Perceived Behavioral Control and Intention to Use are greater than the reliability Rules of Thumb (0,7), so it can be concluded that all measuring items in Attitude, Subjective Norms, Perceived Behavioral Control and Intention to Use variables are reliable.

**b. Multiple Linear Regression Analysis**

Results of data processing can be seen below:

**Table 4. Multiple Linear Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	1.398		1.241	.217
	Attitude	.292	.095	.270	3.083	.003
	Subjective Norms	.180	.079	.183	2.279	.025
	Perceived Behavioral Control	.410	.085	.429	4.833	.000

a. Dependent Variable: Intention to Use  
Source: Processed Data, 2023

As exhibited in Table 4, a multiple linear regression model can be formulated in the following manner:

$$Y = 1,735 + 0,292X_1 + 0,180X_2 + 0,410X_3$$

The aforementioned equation admits the subsequent interpretation.:

- Constant (a) is 1,735. This value indicates that if Attitude, Subjective Norms, and Perceived Behavioral Control are zero, then Intention to Use is 1,735.
- Regression coefficient (b1) Attitude (X1) is 0,292. If Attitude increases by one unit, then Intention to Use will increase by 0,292 units.
- Regression coefficient (b2) of Subjective Norms (X2) is 0,180. If Subjective Norms increase by one unit, then Intention to Use will increase by 0,180 units.
- Regression coefficient (b3) of Perceived Behavioral Control (X3) is 0,410. If Perceived Behavioral Control variable increases by one unit, then Intention to Use will increase by 0,410 units.
- The regression equation shows a positive value, means that the influence between the independent variables and the dependent variable is positive. So it can be concluded that if Attitude, Subjective Norms, and Perceived Behavioral Control are increase, Intention to Use will also increase.

**c. Coefficient of Determination**

The coefficient of determination (R<sup>2</sup>) can be seen below:

**Table 5. Coefficient of Determination Output**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.735 <sup>a</sup>	.540	.525	1.864
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a. Predictors: (Constant), Perceived Behavioral Control, Subjective Norms, Attitude

Source: Processed Data, 2023

Table 5 shows the value of the coefficient of determination ( $R^2$ ) is 0,540. It means that the contribution of Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) to Intention to Use (Y) is 54%, while the remaining 46% is influenced by other variables not examined in this study.

#### d. Simultaneous Effect Test

The results of F test can be seen below:

**Table 6.** F Test Output

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	391.089	3	130.363	37.526	.000 <sup>b</sup>
	Residual	333.501	96	3.474		
	Total	724.590	99			

a. Dependent Variable: Intention to Use

b. Predictors: (Constant), Perceived Behavioral Control, Subjective Norms, Attitude

Source: Processed Data, 2023

The test results show that calculated F value is 37,526 > F table 2,70 and a significance value of 0,000 < 0,05. It can be concluded that Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) influence Intention to Use simultaneously.

#### e. Partial Effect Test

The results of t-test can be seen below:

**Table 7.** t-test Output

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.735	1.398		1.241	.217
	Attitude	.292	.095	.270	3.083	.003
	Subjective Norms	.180	.079	.183	2.279	.025
	Perceived Behavioral Control	.410	.085	.429	4.833	.000

- a. Dependent Variable: Intention to Use  
Source: Processed Data, 2023

Table 7 can be explained as follows:

- a. Calculated t value of Attitude (X1) is  $3,083 > t$  table 1,984 and significance value of  $0,003 < 0,05$ , it can be concluded that Attitude influences Intention to Use EFSB.
- b. Calculated t value of Subjective Norms (X2) is  $2,279 > t$  table 1,984 and significance value of  $0,025 < 0,05$ , it can be concluded that Subjective Norms influences Intention to Use EFSB.
- c. Calculated t value of Perceived Behavioral Control (X3) is  $4,833 > t$  table 1,984 and significance value of  $0,000 < 0,05$ , it can be concluded that Perceived behavioral control influences Intention to Use EFSB.

## 4.2 Discussion

- a. Attitude, subjective norms, and perceived behavioral control influence intention to use  
According to the test results, H1 is acceptable because it reveals that Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) influence Intention to Use. The findings of this investigation confirm those of Mai [11]; Han and Kim [10]; Linh, et al. [23]; Nguyens [17]; Nguyen, et al. [18].
- b. The Influence of Attitude on Intention to use  
The test result shows that Attitude influences Intention to Use EFSB, then H2 is accepted. The findings of this investigation confirm those of Mai [11]; Han and Kim [10]; Linh, et al. [23]; Nguyens [17]; Nguyen, et al. [18].
- c. The Influence of Subjective Norms on Intention to use  
The test result shows that Subjective Norms influences Intention to Use EFSB FSB, so H3 is accepted. The findings of this investigation confirm those of Mai's. [11]; Han and Kim [10]; Linh, et al. [23]; Nguyens [17]; Nguyen, et al. [18].
- d. The Influence of Perceived Behavioral Control on Intention to use  
The test result shows that Perceived Behavioral Control has a positive effect on Intention to Use EFSB, then H4 is accepted. The findings of this investigation confirm those of Mai [11]; Han and Kim [10]; Linh, et al. [23]; Nguyens [17]; Nguyen, et al. [18].

## 5 Conclusion

Based on the test results, the researcher draws the following conclusions:

- a. The regression equation shows a positive value. So it can be concluded that if Attitude, Subjective Norms, and Perceived Behavioral Control are increase, Intention to Use will also increase.
- b. Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) influence Intention to Use simultaneously.
- c. Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3) influence Intention to Use partially.

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