
Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholars Scientific Journal

ISSN (Online): 3089-9001

<https://journal.arepublisher.com/index.php/belacoss>

The Effect of Attitude, Subjective Norms, Perceived Behavioral Control, and Environmental Awareness on Corkcicle Tumbler Purchase Intention (A Study on Generation Z in Jakarta)

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ABSTRACT

This study aims to determine the influence of attitude, subjective norms, perceived behavioral control, and environmental awareness on the purchase intention of the Corkcicle brand tumbler among Generation Z in Jakarta. The background of this study is based on the increasing awareness of the importance of an environmentally friendly lifestyle among the younger generation. This study uses a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to analyze data collected from 150 respondents through an online questionnaire. The independent variables in this study are attitude, subjective norms, perceived behavioral control, and environmental awareness, while the dependent variable is purchase intention. The results of the analysis show that attitude, subjective norms, perceived behavioral control, and environmental awareness have a positive and significant effect on the purchase intention of the Corkcicle tumbler.

Keywords: Attitude; Environmental Awareness; Purchase Intention; Perceived Behavioral Control; Subjective Norms.

Submitted: 09-04-2026

Revised: 23-05-2026

Accepted: 25-05-2026

Article Doi:

<https://doi.org/10.66755/belacoss.v2i3.262>

INTRODUCTION

In the modern era, global environmental issues have become increasingly urgent to address. One of the greatest challenges is the surge in plastic waste, which threatens the sustainability of ecosystems. According to an official report from the United Nations Environment Programme (UNEP), presented by Inger Andersen in her opening address at the ministerial meeting of the Intergovernmental Negotiating Committee (INC) on Plastic Pollution in Geneva, Switzerland, on May 1, 2025, the volume of plastic pollution is expected to increase drastically by 50% by 2040. In fact, economic losses from this pollution are projected to reach US\$281 trillion between 2016 and 2040, encompassing ecosystem damage, decreased tourism revenues, and disruption to fishing activities due to the capture of plastic waste such as bottles in the ocean. (UNEP, 2025).

This situation demonstrates a serious gap between the ideal of a clean and sustainable environment and the current reality, where plastic consumption and waste continue to increase. According to data (UNEP, 2024), global plastic consumption has exceeded 500 million tons, with approximately 400 million tons of this directly ending up as waste. Without significant intervention, this figure could potentially increase to 1.2 billion tons by 2060, exacerbating the global environmental crisis.

The Indonesian Drinkware market shows strong growth prospects with a projected CAGR of 6.3% for the 2025–2031 period. This growth is driven by increasing consumer awareness of the importance of sustainability and a shift in preference from single-use products to eco-friendly and reusable drinkware. Product innovation is a key factor, from the use of sustainable materials such as bamboo and biodegradable polymers to the development of smart technologies such as bottles with hydration trackers or temperature indicators. With advanced manufacturing processes, drinkware now comes in lighter, more durable, and stylish designs, strengthening product appeal across various consumer segments. Overall, the Indonesian drinkware market is poised for continued growth, with ample diversification opportunities and potential for sustainable long-term growth (6Wresearch, 2025).

Corkcicle, based in Florida, United States, is a manufacturer of stainless steel drinkware designed to keep beverages hot or cold for extended periods. Corkcicle develops products such as thermoses and drinking bottles that are more suitable for high-mobility needs and long-term use. To support these findings, researchers also referred to secondary data, including Corkcicle's sales volume for eight months in 2024. This data provides an objective picture of how purchasing interest in environmentally friendly products is reflected in market behavior.

According to data from Particl (2024), Corkcicle experienced mixed sales results. From January to August, brand revenue increased by 4%, while sales volume decreased by 8% year-to-date. Corkcicle's brand sales revenue fluctuated throughout the past eight months. In January, revenue was recorded at \$11.59,000, increasing in February to \$14.71,000, but then declining again in March to \$12.16,000. The decline continued in April, with revenue at \$10.14,000, before experiencing a significant surge in May, reaching \$17.25,000, the highest figure during the period. After that, the trend went down again, with earnings of \$12.71 thousand in June, \$11.82 thousand in July, and reaching a low of \$9.63 thousand in August. Produk hidrasi Corkcicle dibuat dari baja tahan karat premium 18/8 dengan insulasi rangkap tiga serta telah memenuhi standar FDA. Tutup tumbler menggunakan material Tritan yang bening, tahan lama,

aman, dan bebas BPA. Sementara itu, sebagian besar tas pendingin dan kotak makan siang diproduksi dari bahan neoprena dengan lapisan dalam insulasi kelas ruang angkasa. Bahan luar yang digunakan dapat berbeda menyesuaikan desain, namun setiap model kotak makan siang maupun pendingin memiliki lapisan dalam berbahan TPU yang aman untuk makanan. Seluruh produk Corkcicle dirancang sepenuhnya bebas BPA sehingga aman digunakan (Waiden, 2023).

Purchase intention is a crucial factor to consider and prioritize during a transaction, reflecting a buyer's likelihood of purchasing a product or using a service in the future (Shimul et al., 2022). Attitude is a comprehensive and relatively permanent summary of a product, important because it influences and predicts numerous behaviors (Purwianti, 2022). Perceived behavioral control refers to an individual's belief in their ability to perform the behavior (Bianchi et al., 2022).

This research addressed this gap in the literature by applying a quantitative approach through a survey targeting Generation Z in the Jakarta area. The analysis used regression techniques to identify the influence of attitude, subjective norms, perceived behavioral control, and environmental awareness on purchase intention for the Corkcicle brand tumbler. The results of this study are expected to provide strategic value for marketers in designing communications and promotions that support environmentally friendly products, as well as contribute to the development of theoretical studies on attitudes, subjective norms, and perceived behavioral control in the context of sustainability.

Based on the description of the research gap, this study raises the title "The Influence of Attitude, Subjective Norms, Perceived Behavioral Control, and Environmental Awareness on Purchase Intention of Tumbler Corkcicle.". The product studied is an environmentally friendly product material, so it is in line with the issue of sustainability and reducing the use of single-use plastic.

LITERATURE REVIEW

Consumer Behavior

According to Kotler & Keller (2008), consumer behavior encompasses the study of the processes individuals, groups, and organizations use to select, purchase, utilize, and distribute products, services, ideas, or experiences to satisfy their needs and desires. Consumer behavior describes how individuals make decisions about purchasing, using, and disposing of products and services (Herawati & Fasa, 2022).

Planned Behavior Theory

The Planned Behavior Theory (Ajzen, 1991) explains that consumer behavior is influenced by three main factors: attitude, subjective norms, and perceived behavioral control. The TPB is a fairly robust theory that easily predicts and explains behavior. TPB is a theory that explains intention, namely the degree to which a person tries and how much effort they expend to do something. Therefore, the basic concept of TPB is the prediction of intention, namely when there is no serious problem, it will become a reality in the form of actual behavior.

Attitude

Attitude is a person's positive or negative feelings toward a behavior or object. Attitude is a key component of behavior formation, and it plays a role in guiding actions as a manifestation of the information a person has regarding their perceptions (Rahadjeng & Fiandari, 2020).

Subjective Norm

Subjective norms are views considered important by an individual, suggesting that they should or should not perform certain behaviors and motivations, accompanied by a willingness to do or not do something deemed important (Wedayanti and Giantari, 2016).

Perceived Behavioral Control

Perceived behavioral control can be defined as a person's feeling of ability or capability to perform a behavior, based on knowledge through experience and judgment (Anggraini & Patricia, 2018).

Environmental Awareness

Environmental awareness is rooted in personal values, which then influence beliefs about the environment and ultimately shape moral norms for action (Khairullah et al., 2024).

Purchase Intention

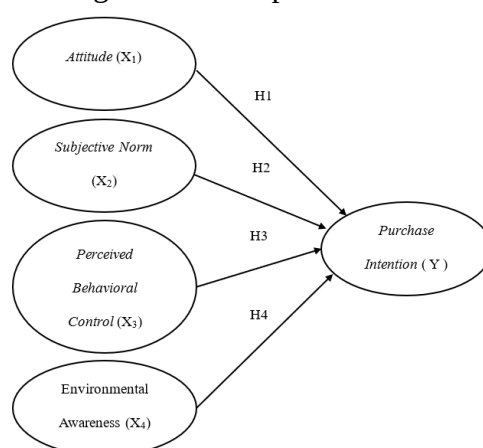
Purchase intention is a person's desire or intention to buy or use a particular product or service. Purchase intention is influenced by various factors such as needs, values, experience, perceived risk, perceived quality, and social factors (Schiffman & Kanuk, 2015).

Gen Z

Generation Z is the population group that emerged after the millennial generation, generally encompassing individuals born between 1997 and 2012 (Kamil, 2023). This generation grew up in a rapidly evolving digital era, with exposure to technologies such as the internet, social media, and smart devices from an early age. Characteristics of Gen Z include digital literacy, quick access to information, relatively high social and environmental awareness, and a tendency to be more selective in making consumption decisions (Azizah et al., 2025).

Hypothesis Development

Figure 1. Conceptual Model



H1: Attitude has a positive and significant effect on purchase intention for Corkcicle tumblers among Generation Z in Jakarta.

H2: Subjective norms have a positive and significant effect on purchase intention for Corkcicle tumblers among Generation Z in Jakarta.

H3: Perceived behavioral control has a positive and significant effect on purchase intention for Corkcicle tumblers among Generation Z in Jakarta.

H4: Environmental awareness has a positive and significant effect on purchase intention for Corkcicle tumblers among Generation Z in Jakarta.

METHOD

Population and Sample

This study included individuals belonging to Generation Z, namely those born between 1997 and 2012 and residing in the DKI Jakarta area. According to Hair et al. (2022), the ideal sample size in a study depends on the number of indicators used, with a recommended minimum of 5 to 10 times the number of indicators. Given that the model in this study consists of 28 indicators, the minimum number of respondents required is: $28 \times 5 = 140$ respondents (minimum) to $28 \times 10 = 280$ respondents (ideal). Therefore, the sample size in this study meets the minimum requirements to ensure adequate validity and reliability of the research model. The sample characteristics are: aged 18–27, living or regularly working in the DKI Jakarta area, familiar with or having seen Corkcicle tumblers, and having experience using or considering using environmentally friendly products.

Data Collection

The data collection instrument used was a digital-based questionnaire distributed online using platforms such as Google Forms. The questionnaire items were structured based on relevant theoretical indicators used in previous research, then adapted to the specific context of this study.

Data Analysis Method

Descriptive statistics aims to present and synthesize research data systematically and informatively. Descriptive statistics can help researchers and readers obtain a clear picture of data distribution, measures of central tendency, and variability, which form the basis for research analysis and conclusions.

RESULTS AND DISCUSSION

Descriptive Analysis Results

The presentation of data regarding respondents' personal identities is intended to provide a general overview of the respondents' circumstances. The characteristics data in this study include gender, age, occupation, and domicile. Based on the results of the study conducted on 150 respondents, the respondent characteristics can be described as follows:

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	58	38.67%
Female	92	61.33%
Total	150	100%

Source: Data processing results (2025)

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage
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< 18 Years	11	7.33%
18 - 22 Years	29	19.33%
23 - 27 Years	63	42.00%
> 28 Years	47	31.33%
Total	150	100%

Source: Data processing results (2025)

Table 3. Characteristics of Respondents Based on Occupation

Work	Frequency	Percentage
Student	42	28.00%
Private Employee	55	36.67%
Civil Servant	15	10.00%
Self-Employed	38	25.33%
Total	150	100%

Source: Data processing results (2025)

Table 4. Characteristics of Respondents Based on Domicile

Domicile	Frequency	Percentage
South Jakarta	34	22.67%
North Jakarta	44	29.33%
East Jakarta	36	24.00%
West Jakarta	36	24.00%
Total	150	100%

Source: Data processing results (2025)

Table 5. Descriptive Statistics of Attitude Variables

No	Statement	N	Maks	Min	Mean	Std. Deviation
1.	I'm confident that the quality of Corkcicle tumblers is excellent.	150	5	2	4.540	0.670
2.	Corkcicle tumblers are superior to other brands.	150	5	1	4.360	0.751
3.	I'm proud to use a Corkcicle tumbler.	150	5	2	4.447	0.735
4.	I feel comfortable using a Corkcicle tumbler.	150	5	1	4.467	0.670
5.	I will continue to use a Corkcicle tumbler even if there are competing brands.	150	5	1	4.307	0.774
6.	I'm a loyal Corkcicle tumbler user because of its quality	150	5	2	4.533	0.680

Source: Processed data (2025)

Table 6. Descriptive Statistics of Subjective Norm Variables

No	Statement	N	Maks	Min	Mean	Std. Deviation
1.	My friends suggested buying a Corkcicle tumbler.	150	5	1	4.367	0.787
2.	My family supported my purchase.	150	5	1	4.287	0.760
3.	Many people around me have used Corkcicle tumblers.	150	5	1	4.447	0.726
4.	Buying a Corkcicle tumbler has become a social habit in my community.	150	5	1	4.327	0.796
5.	Other people's positive experiences influenced my decision to buy a Corkcicle tumbler.	150	5	1	4.287	0.786

Source: Processed data (2025)

Table 7. Descriptive Statistics of Perceived Behavioral Control Variables

No	Statement	N	Maks	Min	Mean	Std. Deviation
1.	I don't depend on anyone else to decide whether to buy a Corkcicle tumbler.	150	5	1	4.353	0.750

2.	I have complete control over my decision to buy a Corkcicle tumbler.	150	5	1	4.420	0.760
3.	If I want to, I can buy a Corkcicle tumbler at any time.	150	5	1	4.460	0.736
4.	There are no significant barriers to my purchase.	150	5	1	4.400	0.739

Source: Processed data (2025)

Table 8. Descriptive Statistics of Environmental Awareness Variables

No	Statement	N	Maks	Min	Mean	Std. Deviation
1.	I can explain the meaning of environmental awareness.	150	5	2	4.427	0.677
2.	I understand the importance of environmentally friendly behavior.	150	5	2	4.513	0.690
3.	I can provide examples of actions that demonstrate environmental awareness.	150	5	2	4.433	0.667
4.	I feel a responsibility to encourage others to be environmentally conscious.	150	5	2	4.513	0.681
5.	I consistently practice environmentally friendly behavior in my daily life.	150	5	2	4.407	0.703
6.	I automatically perform environmentally friendly actions, such as bringing my own water bottle.	150	5	2	4.447	0.744

Source: Processed data (2025)

Table 9. Descriptive Statistics of Purchase Intention Variables

No	Statement	N	Maks	Min	Mean	Std. Deviation
1.	I'm interested in purchasing a Corkcicle tumbler.	150	5	2	4.340	0.691
2.	I believe purchasing a Corkcicle tumbler is the right decision.	150	5	1	4.273	0.672
3.	I wanted to buy a Corkcicle tumbler after seeing other people using them.	150	5	1	4.327	0.707
4.	I wanted to buy a Corkcicle tumbler after seeing promotions/information on social media.	150	5	1	4.333	0.763
5.	I chose the Corkcicle tumbler as my first choice over other similar products.	150	5	1	4.320	0.715
6.	I'm looking for additional information before purchasing a Corkcicle tumbler.	150	5	2	4.393	0.720
7.	I'm interested in learning more about the benefits of the Corkcicle tumbler.	150	5	2	4.360	0.724

Source: Processed data (2025)

Data Quality Test Results

1. Measurement Evaluation (Outer) Model

a. Convergent Validity Test Results

Convergent validity was analyzed by examining the correlation between indicator items and constructs formed using the PLS approach. An indicator is considered to have good convergent validity if its loading value exceeds 0.70. However, in the context of exploratory research, a loading value between 0.50 and 0.60 is still considered adequate. The results of the convergent validity test can be seen in the following table:

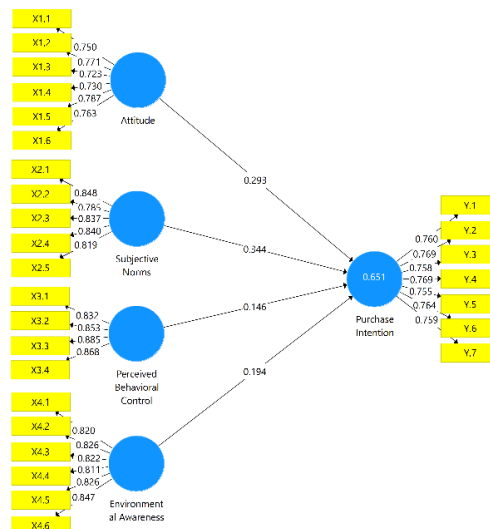
Table 10. Convergent Validity Test Results

Indicator	Outer Loadings	Description
X1.1	0.750	Valid
X1.2	0.771	Valid

X1.3	0.723	Valid
X1.4	0.730	Valid
X1.5	0.787	Valid
X1.6	0.763	Valid
X2.1	0.848	Valid
X2.2	0.785	Valid
X2.3	0.837	Valid
X2.4	0.840	Valid
X2.5	0.819	Valid
X3.1	0.832	Valid
X3.2	0.853	Valid
X3.3	0.885	Valid
X3.4	0.868	Valid
X4.1	0.820	Valid
X4.2	0.826	Valid
X4.3	0.822	Valid
X4.4	0.811	Valid
X4.5	0.826	Valid
X4.6	0.847	Valid
Y.1	0.760	Valid
Y.2	0.769	Valid
Y.3	0.758	Valid
Y.4	0.769	Valid
Y.5	0.755	Valid
Y.6	0.764	Valid
Y.7	0.759	Valid

Source: Processed data (2025)

Figure 2. PLS Test Results



Source: Processed data (2025)

Based on the table, it can be concluded that all indicators meet the convergent validity criteria. This is indicated by outer loadings > 0.7 , indicating that each indicator can be declared valid.

b. Composite Reliability (CR)

Composite reliability is used to measure the internal reliability of latent constructs in a reflective model. The ideal CR value is above 0.70, indicating high consistency among the indicators within the construct. The results of the composite reliability test are shown in the following table:

Table 11. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's reliability	Description
Attitude	0.848	0.888	Reliable
Subjective Norms	0.884	0.915	Reliable
Perceived Behavioral Control	0.882	0.919	Reliable
Environmental Awareness	0.907	0.928	Reliable
Purchase Intention	0.880	0.907	Reliable

Source: Processed data (2025)

The table shows that the composite reliability values for the variables attitude, subjective norms, perceived behavioral control, environmental awareness, and purchase intention are >0.70, while the Cronbach's alpha values for the variables attitude, subjective norms, perceived behavioral control, environmental awareness, and purchase intention are >0.70. This indicates that all variables have a high level of reliability and have been tested for reliability.

c. Discriminant Validity

Discriminant validity is evaluated by comparing the cross-loading values between indicators and other constructs to ensure that each indicator correlates more strongly with the construct being measured than with the other constructs. The results of the discriminant validity test are shown in the following table:

Table 12. Results of the Discriminant Validity Test

	Attitude	Environmental Awareness	Purchase Intention	Perceived behavioral control	Subjective norms
Attitude	0.754				
Environmental Awareness	0.546	0.825			
Purchase Intention	0.705	0.621	0.762		
Perceived Behavioral Control	0.468	0.595	0.545	0.860	
Subjective Norms	0.690	0.521	0.709	0.424	0.826

Source: Processed data (2025)

Based on the data in the table, it shows that Attitude has a higher correlation value compared to other variables. Environmental awareness has a higher correlation value compared to other variables. Purchase intention has a higher correlation value compared to other variables. Perceived behavioral control has a higher correlation value compared to other variables. Subjective norms has a higher correlation value compared to other variables. This indicates that the latent variables meet the criteria for discriminant validity. This means that the factor loading value for each construct is greater than the value of the construct on the other loading factors.

2. Structural Model Testing or Hypothesis Testing (Inner Model)

a. R-Square (R²)

The R² value serves as an indicator of the extent of influence the independent latent variables exert on the dependent latent variable. A model is considered to have high explanatory power if the R² value reaches 0.75. If the value is around 0.50, the model is categorized as quite good,

while a value of 0.22 indicates that the model's ability to explain the dependent variable is relatively low. The results of the R-square test can be seen in the following table.:

Table 13. R-Square Test Results

Variable	R-Square	Description
Purchase Intention	0.651	Good

Source: Processed data (2025)

Based on the calculation results in the table, the R-square value for the purchase intention variable is 0.651. These results indicate that the percentage of the influence of attitude, subjective norms, perceived behavioral control, and environmental awareness on purchase intention is 65.1%, while the remaining 35.9% is influenced by other variables outside this study. In the structural model with latent variables, the R-square value of 0.651 indicates good results.

b. Predictive Relevance (Q^2)

The predictive relevance (Q^2) test, also known as Stone-Geisser's, is used to validate the model's predictive ability. An exogenous latent variable is considered good if its predictive relevance (Q^2) is > 0 . The results of the predictive relevance test can be seen in the following table:

Table 14. Q-Square Test Results

Variable	Q-Square	Description
Purchase Intention	0.355	Good

Source: Processed data (2025)

Based on Table 4.14, the Q^2 value for the purchase intention variable is 0.355. A Q-Square value of 0.355 indicates that this study has a good model observation value.

c. Effect Size (f-Square)

The test uses effect size (f-square) to determine the magnitude of the influence between variables. A value less than 0.02 is considered no effect, while a value of 0.02 is considered small, 0.15 is considered medium, and 0.35 is considered large. The results of the effect size test can be seen in the following table:

Table 15. F-Square Test Results

Variable	Purchase Intention	Description
Attitude	0.115	Small
Subjective Norms	0.167	Medium
Perceived Behavioral Control	0.038	Small
Environmental Awareness	0.058	Small

Source: Processed data (2025)

Based on the table, it can be seen that the f-square values for the attitude, perceived behavioral control, and environmental awareness variables have a small effect because the f-square value is less than 0.15. Meanwhile, the subjective norms variable has a moderate effect because the f-square value is greater than 0.15.

d. Hypothesis Testing Results

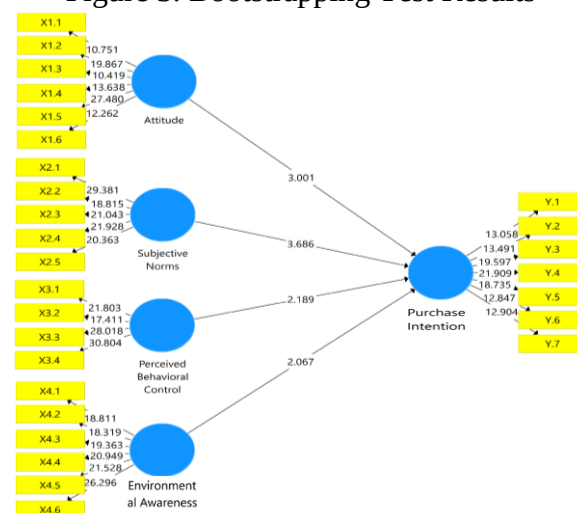
Hypothesis testing can be evaluated using the t-statistic, where the parameter's significance provides important insights into the relationship between variables. To be considered significant, the t-statistic must exceed 1.96 and the p-value < 0.05 . The results of the hypothesis testing can be seen in the following table:

Table 16. Path Coefficient Test Results

Variable	Original sample (O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Value s	Description
Attitude -> Purchase Intention	0.293	0.092	3.001	0.003	Significant
Subjective Norms -> Purchase Intention	0.344	0.099	3.686	0.000	Significant
Perceived Behavioral Control -> Purchase Intention	0.146	0.061	2.189	0.030	Significant
Environmental Awareness -> Purchase Intention	0.194	0.091	2.067	0.040	Significant

Source: Processed data (2025)

Figure 3. Bootstrapping Test Results



Source: Processed data (2025)

The results of the path coefficient testing the relationship between the attitude variable and purchase intention have an original sample of 0.293 with a T-statistic value of $3.001 > T\text{-table } 1.96$ and a P-value of $0.003 < 0.05$. The subjective norms variable on purchase intention has an original sample of 0.344 with a T-statistic value of $3.686 > T\text{-table } 1.96$ and a P-value of $0.000 < 0.05$. The perceived behavioral control variable on purchase intention has an original sample of 0.146 with a T-statistic value of $2.189 > T\text{-table } 1.96$ and a P-value of $0.030 < 0.05$. The environmental awareness variable on purchase intention has an original sample of 0.194 with a T-statistic value of $2.067 > T\text{-table } 1.96$ and a P-value of $0.040 < 0.05$.

Discussion

Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). SEM-PLS also has the advantage of handling potential multicollinearity between independent variables, making this method more effective.

The Influence of Attitude on Purchase Intention

The attitude variable has a positive and significant effect on purchase intention. The attitude variable has a t-statistic value of $3.001 > 1.96$ and a significance value of 0.003, indicating that attitude influences purchase intention. The original sample value of 0.293 indicates a positive relationship between the attitude variable and purchase intention. The results of this study are in line with previous studies conducted by Rizkiawan, Aisah, & Utomo (2024), Fitriani & Warganegara (2024), and Fitriani, Widyawati, & Syafrial (2021), which stated that attitude influences purchase intention. However, this is inconsistent with the study conducted by Firdausa, Harmini, & Utami (2025), which stated that attitude has no effect on purchase intention.

The Influence of Subjective Norms on Purchase Intention

Subjective norms have a positive and significant effect on purchase intention. The subjective norms variable has a t-statistic value of $3.686 > 1.96$ and a significance value of 0.000, indicating that subjective norms influence purchase intention. The original sample value of 0.344 indicates a positive relationship between subjective norms and purchase intention. This finding aligns with previous research conducted by Fitriani, Widyawati, & Syafrial (2021) and Firdausa, Harmini, & Utami (2025), which found that subjective norms influence purchase intention. However, this finding is inconsistent with research conducted by Ningtyas, Fitria, Pradani, Mutohar, Arum, & Aknun (2021), which stated that subjective norms had no effect on purchase intention.

The Influence of Perceived Behavioral Control on Purchase Intention

The perceived behavioral control variable has a positive and significant effect on purchase intention. The perceived behavioral control variable has a t-statistic value of $2.189 > 1.96$ and a significance value of 0.030, indicating that perceived behavioral control influences purchase intention. The original sample value of 0.146 indicates a positive relationship between the perceived behavioral control variable and purchase intention. The results of this study are in line with previous studies conducted by Ningtyas, Fitria, Pradani, Mutohar, Arum, & Aknun (2021), Firdausa, Harmini, & Utami (2025), and Hasna & Kusdibyo, (2022), which stated that perceived behavioral control influences purchase intention. However, this is inconsistent with the research conducted by Fauzi Utama, & Arfan, (2023), which stated that perceived behavioral control has no effect on purchase intention.

The Influence of Environmental Awareness on Purchase Intention

The environmental awareness variable has a positive and significant effect on purchase intention. The environmental awareness variable has a t-statistic value of $2.067 > 1.96$ and a significance value of 0.040, indicating that environmental awareness influences purchase intention. The original sample value of 0.194 indicates a positive relationship between the environmental awareness variable and purchase intention. The results of this study are in line with previous research conducted by Fitri, Wulandari, Budiman & Ernah (2024) which stated that environmental awareness influences purchase intention. However, it is not in line with research conducted by Kristiana & Aqmala (2023), which stated that environmental awareness has no effect on purchase intention.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the analysis and discussion presented, several conclusions can be drawn. Attitude has a positive and significant effect on purchase intention for the Corkcicle tumbler. Subjective norms have a positive and significant effect on purchase intention for the Corkcicle tumbler. Perceived behavioral control has a positive and significant effect on purchase intention for the Corkcicle tumbler. Environmental awareness has a positive and significant effect on purchase intention for the Corkcicle tumbler.

Suggestions

Based on the research results and the conclusions presented previously, the researcher formulated several recommendations. The attitude variable indicates that Corkcicle still needs to build stronger brand loyalty in the minds of consumers. This statement indicates that some respondents do not yet have a strong enough attitude to continue choosing Corkcicle when faced with competing brand choices. This could be caused by a lack of product differentiation, perceived added value that is still equivalent to other brands, or a lack of brand attachment. Therefore, it is important for Corkcicle to increase positive consumer perceptions through a consistent branding strategy, increasing added value, and communicating unique values that can strengthen consumer attitudes and preferences towards the brand in the long term. The subjective norms variable shows that social support from the immediate environment, such as family, and the influence of other people's positive experiences on the purchase decision of the Corkcicle tumbler are still relatively low. This indicates that subjective norms originating from those around them have not fully encouraged or influenced respondents' intention to purchase the product. Purchasing decisions are still more individual and not heavily influenced by social opinions or experiences. This indicates the need for a more effective marketing communication strategy to build a positive image among consumers and strengthen social influence, such as through user testimonials, influencers, or campaigns involving family and community. The perceived behavioral control variable indicates that some respondents still feel dependent on the opinions or approval of others when making purchasing decisions for the Corkcicle tumbler. This reflects that the level of individual independence or confidence in controlling purchasing behavior is still not fully strong. Although perceived behavioral control generally influences purchase intention, it indicates that there is room to increase consumer confidence so they feel freer and more confident in making decisions without needing to rely on others. Companies can address this by providing clear and convincing product information and building consumer trust through education and a personalized approach in marketing communications. The environmental awareness variable indicates that although respondents are aware of the importance of the environment, they have not yet fully implemented it consistently in their daily lives. The lowest mean score for this statement indicates a gap between knowledge or intention towards environmentally friendly behavior and actual actions taken. Factors such as a lack of convenience, motivation, or support from the surrounding environment may hinder the implementation of such behavior routinely. This finding serves as an important note that efforts to increase environmental awareness must be accompanied by an approach that encourages sustainable behavioral change, whether through education, supporting facilities, or campaigns that are relevant and grounded in consumers' daily lives.

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