

Research.

Consequences of Environmental Concern, Health Consciousness, and Perceived Behavioral Control

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Abstract: *In a hygienic and healthy environment is a reflection of behavior that strongly supports the community environment in an area. The relatively high population growth can cause the volume of waste from waste that is known to be increasing. From the waste itself which is a material from the rest that is considered no longer used after the end of various processes. One form of individual concern for the environment is by choosing environmentally friendly products. Consumers will evaluate and make purchasing decisions by considering and being able to compare in terms of products that can be compared with other products in the process. The intention of consumers to be able to buy an environmentally friendly cosmetic product can arise after consumers make an assessment that environmentally friendly products have a role that is considered important enough to determine the value of the product. Environmentally friendly products will significantly affect the company's reputation. The purpose of this research is to be able to analyze the effect of Environmental Concern, Health Consciousness, and Perceived Behaviour Control on Purchase Intention. In the sampling technique in this research with "Purposive Sampling" by determining in terms of respondent criteria, namely individuals who previously purchased from environmentally friendly cosmetic products. This research can use primary data that has been obtained using a questionnaire that has been distributed to 200 respondents. The results of this research can show if there is no positive effect on Environmental Concern on Purchase Intention, a positive effect on Health Consciousness on Purchase Intention and there are no results that have a positive effect on Perceived Behaviour Control on the effect of Purchase Intention.*

Keywords: *Environmental Concern, Health Consciousness, Perceived Behavioral Control, Purchase Intention.*

INTRODUCTION

Background

The current 21st century has experienced changes in the environment that can usually be caused by people's lifestyles. In the 30-40 years since the introduction of synthetic resin products, natural conditions have changed drastically (Azaria & Prawidya (2014)). This can also lead to various problems such as damage to ecosystems and the environment, and ultimately increase public awareness of threats related to the emergence of problems with health and survival (Anang (2019); Firmansyah et al., (2019); Kautish et al., (2019)). One form of personal concern for an environment where

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by being able to prioritize an ecological product to be able to improve in terms of quality in the environment and from the quality of life. According to Maichum et al., (2016), one of the terms used in relation to environmental protection behavior is environmental issues. Maichum et al. (2016) argue that environmental concerns reflect general and individual orientations towards the environment as well as their personal interest in an issue in the surrounding environment.

Rapid population growth coupled with a high intensity of activity has an effect on the increase in waste generation. An increase in the socio-economic situation of the community will increase the per capita amount of waste generated. Worse, the dominant type of waste in Indonesia is non-biodegradable. The environment can be said to be hygienic and also healthy is a reflection of the behavior that prioritizes the community environment in an area. High population growth can cause the volume of waste to increase. Waste itself is usually in the form of material that remains and also cannot be used after the end of the process. The waste is man-made which can be in every phase of the material in the form of liquid or solid (Hanjani et al., 2019).

According to Novita et al., (2020), environmental concern is a specific action taken by individuals that shows that consumers already have a caring nature for an environment. Where with a form of individual concern for the environment by being able to sort out an environmentally friendly product (green product) that can improve the quality of the environment and also the quality of people's lives (Firmansyah et al., 2019)). The green product market in Indonesia continues to grow and develop every year, one of which is in the cosmetics industry. The number of companies in the BPOM cosmetics sector increased by 20.6% compared to 2021. There were 819 industries in 2021 and increased to 913 industries in 2022. In accordance with this data, the opportunity for the cosmetics industry in Indonesia is still quite large. Therefore, cosmetic manufacturers can compete with each other in selling their products, where manufacturers can attract the attention of cosmetic consumers by producing and developing innovative and environmentally friendly cosmetic products. Consumers will feel more interested when the cosmetic product is made in accordance with ingredients that have been filtered harmlessly and have recyclable packaging. Therefore, when creating a green product, environmental aspects must also be considered to minimize adverse impacts on natural conditions (Shaputra (2013)). A lot of tree planting is also done because of global warming issues, as well as pollution and waste. As a result, consumers also change environmental concerns which can be a concern and a strong commitment to be able to buy a product that is considered friendly to the environment (Awan & Wamiq (2016); Maichum et al., (2016)). In addition, in addition to preserving the environment, people who have high health awareness will consider buying products that maintain environmental conditions and the health of these consumers.

According to Rohman et al., (2020), health consciousness is the concern and attention that is possessed to be motivated to be able to maintain and maintain health and also improve the quality of life which can be done by being able to implement a healthy lifestyle. Health consciousness has a similar scope where an individual is interested in certain information about physical, mental, emotional and social health (Kibret B, 2015). As a health consciousness consumer, consumers want to do something to protect their good health, with measures to assist in the protection of that consumer's health (Zhang et al., (2020)). When consumers buy a product, health-conscious consumers will review further and make their own decision whether the product is safe or not to use for health.

According to Intansari (2022), perceived behavior control, is the support and obstacles that can be the basis of an individual in taking an action. When an individual is given the opportunity to take an action and receives support from those around him, then the individual believes that others approve of his actions. However, if the action is prevented by other parties, then the individual will not take the action. In buying a product, consumers themselves will determine, evaluate and assess whether the product is safe and suitable for use. After consumers determine that the product meets the

characteristics of a product that is safe for consumption, there will be consumer buying interest in buying the product.

According to Chen & Chang in Kusumawati (2019), purchase intention is the interest of consumers in buying a product, adjusted to their desires and needs. Before consumers make a purchase, consumers first collect information about a product that can be in accordance with personal experience and also on an external environment. Consumers will evaluate and make purchasing decisions by considering and comparing other products. The purchase intention of consumers to be able to buy an environmentally friendly cosmetic product can arise after consumers make an assessment that environmentally friendly products have an important role in determining product value. Environmentally friendly products will significantly affect the reputation of a company and will have their own advantages.

In terms of behavior that cares about the environment, it certainly has an awareness factor of the environment, this awareness is certainly felt in individuals who want to be involved in an environment. From awareness of the environment itself, it is marked by how broad or far the awareness occurs in the surrounding environment, by expressing awareness of the environment will cause the environment to be clean and also healthy (Yogananda & Nair, 2019). Awareness of the environment itself can be said to be a better form of implementing a healthy lifestyle and being able to motivate maintaining and caring for the quality of life. Factors related to the risk of the environment if not properly cared for can cause diseases that will have a bad impact on the surrounding environment (Lazaroiu et al., 2019).

In Perceived Behaviour Control, it really refers to people's perceptions where it is easy or difficult to bring up a person's behavior which can be assumed to be related to the results of a reflection of existing experiences so that these consumers can make repeated purchases on a product (Purchase Intention), as well as to the consumer's experience in using a product which can lead someone to make a purchase intention in the future (Baiquini & Ishak, 2019). So in accordance with this explanation, it can be seen regarding the factors that have effected Purchase Intention, namely because of Health Consciousness, Environmental Concern. This can be strengthened in research conducted by Azizan and Suki (2015) which suggests that Purchase Intention itself is certainly effected by knowledge related to the environment, as well as objective norms.

Problem Formulation

1. Is there a positive effect of Environmental Concern on Purchase Intention?
2. Is there a positive effect of Health Consciousness on Purchase Intention?
3. Is there a positive effect of Perceived Behaviour Control on Purchase Intention?

LITERATURE OVERVIEW

Environmental Concern

According to Angelovka et al., (2012) in Vannia et al., (2022), environmental concern is a situation where a person shows a strong commitment to dealing with environmental problems and turns it into a suggestion to do something. According to Franzen and Meyer (2010) in Lo (2016), environmental awareness (environmental concern) is an individual's awareness or insight that the natural state of the environment is threatened by excessive use of human resources and pollution infections. According to Sabilla & Hendayani (2022), environmental awareness (environmental concern) is a level of individual concern in supporting the resolution of environmental problems. Individuals who feel more concerned about the environment tend to make efforts to minimize environmental problems. According to Dunlap R.E., & Jones, (2002) in Cantika (2022), environmental awareness (environmental concern) is an environmental concern that is fixated on where an individual cares about environmental problems and wants to try to

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solve these problems. If these individuals care about the environment, they will actively participate in supporting environmental sustainability by buying and consuming ecological products.

Health Consciousness

According to Prahesti & Sanaji (2022)), health consciousness is an awareness of health in the state of a person who understands his condition to improve his own health, and is able to pay attention to his own health condition. According to Jonathan & Tjokrosaputro (2022), health consciousness is defined as consumers being aware and concerned about their health. Consumers can be encouraged to be able to maintain their quality of life to maintain health by engaging in healthy behaviors and being self-aware about health. According to Lee & Park (2011) in Kurniawan (2022), health consciousness is awareness in accordance with a perception of one's own health and motivation to be healthy. Increasing public awareness of the importance of healthy living is done through one of them buying environmentally friendly products. Meanwhile, according to Gould in Imandha (2023), health consciousness defines health-related awareness as an individual's awareness of their own physical health, such as a healthy lifestyle, and productive activities and a routine for individuals to manage health. Gould also emphasizes that health-conscious individuals tend to educate themselves about the impact of environmental damage and are cautious in responding to environmental conditions and adverse effects that affect individual and social health.

According to Rohman et al., (2020), there are five main dimensions identified from previous research that focus on health awareness including:

1. *Health Behavior*

Health behavior is "the process of a person or individual in managing personal activities, interests, and opinions related to health". There are 4 sub-dimensions including:

- a. *Caring for Dangerous Environment*
- b. *Physical Fitness*
- c. *Personal Responsibility, and*
- d. *Nutrition and Stress Management*

2. *Psychology*

Health consciousness is a psychological and mental state of a person, as well as health-related vigilance, health self-awareness, health engagement, and health self-monitoring. Health awareness is a psychographic variable that is not integrated with visible behaviors.

3. *Health Information Seeking and Use*

Health consciousness refers to individuals who are aware of health information and its sources. Therefore, health-conscious groups are quite involved in the process of seeking information about health and improving health behaviors, while individuals in the self-health cluster are more active in seeking health information from various sources, including medicines.

4. *Personal Responsibility*

A person who feels conscious about their health tends to feel important about their health, and is equated by "health conscious" people to "responsible people". Since health-conscious people are more important than anything else to take care of their health, they tend to not only engage in preventive behaviors and take care of their health in their daily lives but also actively participate in online and/or offline health-related communities.

5. *Health Motivation*

Health motivation is "a goal-directed desire to engage in preventive health behaviors". Health motivation predicts one's engagement in preventive health behaviors, namely, health information acquisition behaviors and health maintenance

behaviors.

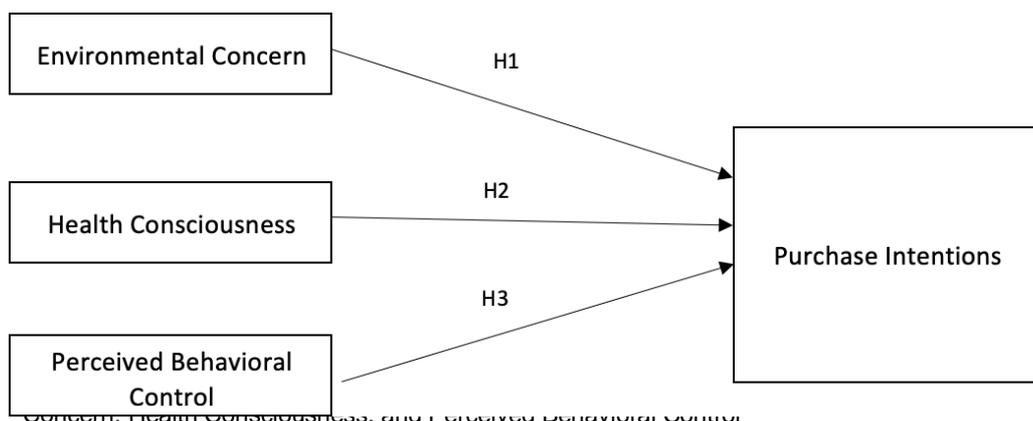
Perceived Behaviour Control

According to Mafabi (2017) in Hansfel & Puspitowati (2020), perceived behavior control is a psychological state of an individual where about an ability and motivation to be able to engage in a behavior on belief and be able to manage all obstacles from the behavior itself such as cost, time and willingness factors. In addition, behavior control (perceived behavior control) according to Kurniawan et al., (2022)) is the control or control that a person has over their own behavior from a behavior that can be said to be easy where it can be done with an adequate effort and resources. According to Siaputra & Isaac (2020), perceived behavior control is the ability of consumers to overcome obstacles before performing a behavior or action. Meanwhile, according to Ajzen (2005) in Sagitania (2014), perceived behavior control is an individual's perception of obstacles in performing a behavior. This behavioral control can be conducted according to the conditions and types of behavior. According to Kurniawan (2022), perceived behavior control is a perceived perception that reflects a past experience and predictions of existing obstacles so as to attract an attitude and also subjective norms towards a behavior. The greater the control of a behavior that can be felt, the stronger the intention to be able to do something or the desired behavior. As stated by Ajzen (2016) in Kurniawan (2022), the greater the opportunity an individual has, the more obstacles await, and the greater the perceived behavioral control.

Purchase Intention

According to Setiawan et al. (2022), purchase intention is a consumer's plan to buy a certain product and how many units of that product are needed within a certain period of time. According to Kotler and Keller (2016) in Saputro & Widyastuti (2022), purchase intention is the ability of consumers to buy products or services to switch from one brand to another. According to Anandyara & Samiono (2022), consumers will make choices by first determining the evaluation of a product before making a choice, and after that consumers will form a purchase interest in the product. So, purchase intention has other related aspects where consumers can buy a product after being able to make an evaluation. Purchase interest is a stage where consumers make an evaluation before making a purchase decision (Septifani et al., (2014)). According to Assael in Abdillah & Utama (2018), purchase interest is a measurable consumer tendency to take actions related to purchases with the level of probability of consumer purchases. Meanwhile, according to Kotler (2019) in Purwanto (2021), purchase intention is consumer behavior where consumers have an interest in buying. This interest can arise from the experience of using, consuming and assessing the product. According to Widyaningrum (2019) in Layali (2021), purchase intention is a planning process to buy a product, where consumers act in various ways, one of which is by assessing the number of product units needed over a certain period of time and consumer attitudes towards consumed products and brands.

Conceptual Framework



Conceptual Framework of Environmental Concern, Health Consciousness, and Perceived Behavioral Control

Source: Palau-Saumell et al., (2021), De Canio et al., (2020), Xin & Seo (2020)

Hypothesis Development

According to Utami, Gunarsih & Aryanti (2014) in Diash & Syarifah (2021), consumers who have insight into the environment tend to do more things related to strong environmental concerns so that this will increase consumer buying intentions for green products. Environmental Concern is an important factor in providing a positive impact on consumers in buying environmentally friendly products (Winda Ryantari & Ketut Giantari, 2020)). Therefore, this shows that consumers who have a higher level of concern for environmental conditions will be willing to contribute to helping minimize environmental damage by buying environmentally friendly products to reduce the impact of environmental damage. So, public awareness of environmental issues affects people's buying interest in environmentally friendly products. In accordance with the results of research by De Canio et al., (2020) which shows that environmental concern has a positive effect on purchase intention.

H1 : Environmental Concern is positively related to Purchase Intention.

One of the most important things that must be considered in consuming a product is health. Health is one of the reasons consumers buy a product in order to engage in a healthy lifestyle (Yona & Thamrin, (2020)). Health-conscious and health-conscious consumers are motivated to increase or maintain happiness by engaging in healthy behaviors. Consumer health awareness can better direct one's perceptions in more healthful activities (Yona & Thamrin, (2020)). In other studies, there are things in the eyes of health-conscious consumers that can encourage them to use a product that is friendly to the environment to stay healthy (Shanawi Abdulsahib et al., 2019)). Consumers' positive attitude towards green products will be stronger if it is effected by belief in the benefits of the product. Therefore, consumer knowledge of the benefits of green products is needed which will effect decisions to buy green products. Consumers who care about health will see what things will support health in the long run, this is reflected in the attitude and behavior of consumers towards products that are friendly to the environment (green products). In accordance with research by Xin & Seo, (2020) which states that health consciousness has a positive effect on purchase intention.

H2. Health Consciousness is positively related to Purchase Intention

Consumers believe that buying green products is a decision that is made by themselves, so the higher the purchase intention that arises from the control of this decision (Siaputra & Isaac, 2020)). Consumers believe that buying green products has a positive impact on the environment, so increasing personal knowledge about green products will also increase their purchase intention for green products. If consumers buy green products and think that buying green products can have a positive impact on the environment, this can affect consumer purchase intention. In accordance with previous research by Palau-Saumell et al., (2021) which states that perceived behavior control has a positive effect on purchase intention. This is supported in accordance with the results of other research conducted by Siaputra & Isaac (2020) which states that perceived behavior control has a positive effect on purchase intention.

H3. Perceived Behaviour Control is positively related to Purchase Intention.

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Consumers believe that buying green products is a decision that is made by themselves, so the higher the purchase intention that arises from the control of this decision (Siaputra & Isaac, 2020)). Consumers believe that buying green products has a positive impact on the environment, so increasing personal knowledge about green products will also increase their purchase intention for green products. If consumers buy environmentally friendly products and think that buying products that are friendly to the environment can have a positive impact on an environment, in this case it can affect consumer purchase intention. In accordance with previous research by Palau-Saumell et al., (2021) which states that perceived behavior control has a positive effect on purchase intention. This is supported in accordance with the results of other research conducted by Siaputra & Isaac (2020) which states that perceived behavior control has a positive effect on purchase intention.

RESEARCH METHODOLOGY

This research was conducted in accordance with research that has been conducted, namely by Palau-Saumell et al., (2021) entitled "The Impact of the Perceived Risk of COVID-19 on Consumers Attitude and Behavior toward Locally Produced Food", De Canio et al, (2020) entitled "Enhancing Consumers Pro-Environmental Purchase Intentions; The Moderating Role of Environmental Concern", and by Xin & Seo (2020) entitled "The Role of Consumer Ethnocentrism, Country Image, and Subjective Knowledge in Predicting Intention to Purchase Imported Functional Foods". The research that has been done is quantitative research approach method. According to Sugiyono (2017) quantitative research is an approach related to objective research and includes the collection and analysis of data in the form of numbers or data that can be processed using methods from statistics.

The type of test of this research is hypothesis testing where there are hypotheses that have been proposed and are close to each other. According to Poletiek (2013) in Tumiur et al., (2022), hypothesis testing is conducted to test conjectures regarding a parameter of several research variables in a population using data measured in a sample. In this research, hypothesis testing has been conducted to be able to determine whether there is an effect between the variables to be studied, namely Environmental Concern, Health Consciousness, and Perceived Behaviour Control.

The data obtained is the main or primary data, which is obtained through a questionnaire in the form of Google Form. This research will also use the Cross Sectional method where research data is collected at one time with many objects. The scale of measurement that can be used in this research is the Likert Scale where with a scale of 1 (strongly disagree) to a scale of 5 (strongly agree). In the sample selection technique used, namely the Purposive Sampling technique where the criteria for respondents if they can meet the requirements, namely respondents who are individual consumers who have used environmentally friendly cosmetics. The number of samples to be used totals 200 people. The objects studied in this research are individual consumers who use Innisfree environmentally friendly cosmetics. The time for this research was taken in 2022. The tool for data analysis in this research is Structural Equation Modeling (SEM). The SEM (Structural Equation Modeling) method can be used to be able to see a linear relationship in indicators and also variables which cannot be measured directly (Prihandini & Sunaryo, (2011)).

RESULTS AND DISCUSSION

Validity Test

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In this research, the Validity Test was conducted to be able to see the suitability of the question items with a variable to be measured and to find out whether the respondent understood the meaning of the statement items provided, so that it could produce answers that reflected the situation that occurred. The Validity Test itself is always related to a measure that can present the concepts in the research Hair et al., (2018)). Therefore, the more valid an indicator is, the more precise the indicator is in measuring a variable. In the Validity Test, it can be done from 200 existing samples and conduct the test with a factor analysis tool by doing the output in the form of factor loading.

Table 1
Instrument Test Results

No	Statement	Factor Loading	Cronbach Coefficient Alpha	Decision
Environmental Concern			0.803	Reliable
1	If I contribute to protecting the environment, I can have a significant impact.	0.891		Vallid
2	Everyone is responsible for protecting the environment in their daily lives.	0.862		Vallid
3	Preserving and protecting the environment is one of my priorities..	0.854		Vallid
4	I take responsibility for environmental issues, as I am one of the causes of environmental damage.	0.614		Vallid
Health Consciousness			0.842	Reliabel
1	I think a lot about my health.	0.702		Vallid
2	I have always cared about my health.	0.718		Vallid
3	I am alert to changes in my health.	0.865		Vallid
4	I was aware of my health condition throughout the day.	0.797		Valid
5	I really care about my health.	0.850	Vallid	
Perceived Behaviour Control			0.921	Reliable
1	I found buying Innisfree's eco-friendly cosmetic products a difficult choice.	0.922		Vallid
2	Getting environmentally friendly Innisfree cosmetic products requires extra effort.	0.928		Vallid
3	Innisfree cosmetic products are generally not available where you normally shop.	0.939	Vallid	
Purchase Intention				Reliable

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1	I love Innisfree's environmentally friendly cosmetic products.	0.705	0.943	Vallid
2	I want to buy Innisfree cosmetic products consistently.	0.715		Vallid
3	I have a plan to buy Innisfree cosmetic products consistently.	0.698		Vallid
4	I would recommend Innisfree cosmetic products to people around me.	0.764		Valid
5	I will actively talk about the benefits of Innisfree cosmetic products to people around me.	0.806		Valid
6	If I had to buy again, I would buy Innisfree's eco-friendly cosmetic products.	0.826		Valid
7	I buy Innisfree's eco-friendly cosmetic products because it is the best choice for me.	0.649		Valid
8	I consider myself to be a loyal user of eco-friendly Innisfree cosmetic products loyal user.	0.816		Valid
9	I am willing to buy environmentally friendly Innisfree cosmetic products when shopping.	0.751		Valid
10	I will try to buy Innisfree's eco-packaged cosmetic products in the near future.	0.809		Valid
11	I am interested in buying environmentally friendly Innisfree cosmetic products.	0.839		Valid
12	I buy Innisfree cosmetic products that are environmentally friendly.	0.809		Valid
13	I am most likely to buy Innisfree's environmentally friendly cosmetic products.	0.859		Vallid

Source: SPSS Processing Output

In accordance with the indicators of the four variables in the instrument test results table above, it can be said that all research variables are valid or appropriate and also reliable.

Table 2
Goodness of Fit Model

Type of Measurement	Measurement	Value	Acceptance limit suggested	Conclusion
Absolute fit measures	<i>P</i>	0.000	≥ 0.05	<i>Poor fit</i>
	ECVI	8.245	Closer to Saturated Value than Independent	<i>Goodness of fit</i>
	RMSEA	0.159	≤ 0,1	<i>Poor fit</i>

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Incremental fit measures	IFI	0.624	≥ 0.90 or close to 1	Poor fit
	NFI	0.594	≥ 0.90 or close to 1	Poor fit
	TLI	0.541	≥ 0.90 or close to 1	Poor fit
	CFI	0.620	≥ 0.90 or close to 1	Poor fit
	RFI	0.510	≥ 0.90 or close to 1	Poor fit
Parsimonius fit measure	CMIN/DF	8.563	Lower limit 1, upper limit 5	Poor fit
	AIC	2465.363	Closer to Saturated Value than Independent	Poor fit

Source: SPSS Processing Output

In accordance with the results of the Goodness of Fit Model Test with the table above, it can be concluded that if there is at least one criterion of Goodness of Fit that is met, the research model can be declared feasible or pass the Goodness of Fit test (Hair et al., (2018)). Thus, the model of this research can be declared feasible and effective to be able to proceed to testing or the next step, namely hypothesis testing.

Tabel 3
Hasil Uji Hipotesis 1

Hypothesis	Estimate	P-Value	Decision
<i>Environmental Concern has a positive effect on Purchase Intention</i>	0.011	0.419	Unsupported

Source: AMOS data processing results

The first hypothesis aims to test the effect of Environmental Concern on Purchase Intention with the following null hypothesis statement (Ho) and alternative hypothesis (H1):

Ho: There is no positive effect of Environmental Concern on Purchase Intention.

H1: There is a positive effect of Environmental Concern on Purchase Intention.

In accordance with table 3, the results of the first hypothesis test of the Environmental Concern variable has a positive effect on Purchase Intention has an estimate value of 0.011 with a p-value of $0.419 \leq 0.05$ so that the hypothesis is not supported (Ho accepted, Ha rejected). So it can be concluded that Environmental Concern has no effect on Purchase Intention.

Table 4
Hypothesis 2 Test Results

Hypothesis	Estimate	P-Value	Decision
<i>Health Consciousness has a positive effect on Purchase Intention</i>	0.666	0.000	Supported

Source: AMOS data processing results

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The second hypothesis aims to test the effect of Health Consciousness on Purchase Intention with the following null hypothesis statement (Ho) and alternative hypothesis (Ha):

Ho: There is no positive effect of Health Consciousness on Purchase Intention.

H2: There is a positive effect of Health Consciousness on Purchase Intention.

In accordance with table 4, the results of the second hypothesis test of the Health Consciousness variable has a positive effect on Purchase Intention has an estimate value of 0.666 with a p-value of $0.000 \geq 0.05$ so that the hypothesis is supported (Ho is rejected, Ha is accepted). Thus it can be concluded that Health Consciousness has a positive effect on Purchase Intention.

Table 5
Hypothesis 3 Test Results

Hypothesis	Estimate	P-Value	Decision
<i>Perceived Behavioral Control has a positive effect on Purchase Intentions</i>	-0.003	0.456	Unsupported

Source: AMOS data processing results

The third hypothesis aims to test the effect of Perceived Behaviour Control on Purchase Intention with the following null hypothesis statement (Ho) and alternative hypothesis (H3):

Ho: There is no positive effect of Perceived Behaviour Control on Purchase Intention.

H3: There is a positive effect of Perceived Behaviour Control on Purchase Intention.

In accordance with table 5, the results of the third hypothesis test of the Perceived Behaviour Control variable having a positive effect on Purchase Intentions have a value that has an estimate of - 0.003 with a p-value of $0.456 \leq 0.05$ so that the hypothesis cannot be supported (Ho accepted, Ha rejected). So it can be concluded that Perceived Behaviour Control has no effect on Purchase Intention.

In accordance with the results of the research we have done, the following results are obtained:

H1: Environmental Concern has no effect on Purchase Intention.

The results of the first hypothesis testing have been conducted in this research indicate that there is no direct effect of Environmental Concern on Purchase Intentions. The results of this research are not in accordance with previous research by De Canio et al., (2020) which states that Environmental Concern has a positive effect on Purchase Intention.

H2: Health Consciousness has an effect on Purchase Intention.

The results of testing the second hypothesis have been conducted in this research indicate that there is a direct effect of Health Consciousness on the Purchase Intention variable. The results of the research are in accordance with previous research by Xin & Seo (2020) which states that Health Consciousness has a positive effect on Purchase Intention.

H3: Perceived Behavioral Control has no effect on Purchase Intention.

The results of the test on the first hypothesis which is conducted in this research can show if there is no direct effect of Perceived Behaviour Control on Purchase Intention. The results of this research are not in accordance with research conducted by Palau-Saumell et al., (2021) which states that Perceived Behaviour Control has an effect on Purchase Intention.

CONCLUSIONS AND SUGGESTIONS

Conclusion

After conducting the research, the results of the data analysis can be concluded as follows:

1. Environmental Concern does not have a significant effect on Purchase Intention. In other words, if someone has a minimal environmental and apparently cannot cause an action to make a Green Purchase, then Purchase Intention does not have any effect on Environmental Concern, where later someone will be able to buy a product that is valued not only in terms of its Environmental.
2. Health Consciousness has a significant effect on Purchase Intention. This can prove that the existence of concern and attention to be better and motivated in terms of maintaining health and being able to improve the quality of life can increase Purchase Intention itself.
3. Perceived Behaviour Control has no effect on Purchase Intention. This can be assessed from the condition of the ability of consumers to be able to overcome an obstacle before they take an action.

Suggestions

1. For researchers who will conduct further research, it is recommended to be able to add other variables that can improve the Purchase Intention variable. Because it will make the research more perfect and also be able to increase knowledge and insight for further researchers and the public who will later review the research.
2. For further research, it is advisable to be able to develop this hypothesis which can involve mediation or moderation so that later it will get positive results. In other words, it will make the research have a value and meaning contained.

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