

The Effect of Green Purchase Attitudes, Subjective Norms, Perceived Behavioral Control, Environmental Concern on Product Purchasing Decisions

Green Purchase Attitudes, Subjective Norms, Perceived Behavioral Control

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ABSTRACT

This research aims to determine the influence of green purchase attitudes, subjective norms, perceived behavioral control, environmental concerns on purchasing decisions for Kentucky Fried Chicken (KFC) products. This research uses a descriptive quantitative approach with correlation and regression analysis tools, to examine the level of relationship and influence that occurs between variables. The results of this research show that green purchase attitudes have no influence on purchasing decisions for Kentucky Fried Chicken (KFC) products with a significance value of 0.104 or above 0.05. The subjective norms variable has no influence on the decision to purchase Kentucky Fried Chicken (KFC) with a significance value of 0.881 or greater than 0.05. The variable perceived behavioral control has a positive and significant effect on the decision to purchase Kentucky Fried Chicken (KFC) with a significance value of 0.023 or less than 0.05 and the variable environmental concern has a positive and significant effect on the decision to purchase Kentucky Fried Chicken (KFC) products with a significance value of 0.008 or smaller than 0.05.

Keywords: *green purchase attitudes, subjective norms, perceived behavioral control, environmental concerns, purchasing decisions*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh green purchase attitudes, subjective norms, perceived behavioral control, environmental concern terhadap keputusan pembelian produk Kentucky Fried Chicken (KFC). Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan alat analisis korelasi dan regresi, untuk menguji tingkat hubungan dan pengaruh yang terjadi antara variabel. Hasil penelitian ini menunjukkan bahwa green purchase attitudes tidak berpengaruh terhadap keputusan pembelian produk Kentucky Fried Chicken (KFC) dengan nilai signifikansi 0,104 atau diatas 0,05. Variable subjective norms tidak berpengaruh terhadap keputusan pembelian Kentucky Fried Chicken (KFC) dengan nilai signifikansi sebesar 0,881 atau lebih besar dari 0,05. Variable perceived behavioral control berpengaruh positif dan signifikan terhadap keputusan pembelian Kentucky Fried Chicken (KFC) dengan nilai signifikansi sebesar 0,023 atau lebih kecil dari 0,05 dan variable environmental concern berpengaruh positif dan signifikan terhadap

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INTRODUCTION

Environmental damage is the loss of some of the resources on earth and environmental damage that occurs throughout the world is largely caused by the actions of society which results in global warming. Environmental problems due to population growth and increasing patterns of instant food consumption have increased the amount of plastic waste by around 7.2 tons per day, such as plastic straws, plastic bags, food wrappers which then trigger problems such as flooding due to waste. These concerns began to change the buying habits of a product towards Green Consumer or green consumers through the concept of Green Marketing or green marketing which certainly makes many good changes that can protect and preserve the environment.

Green Marketing is known as a marketing method that adapts industrial life to be environmentally friendly and cares for the environment that prioritizes quality, performance, affordable prices, and practicality without causing a bad impact on the environment. Green Marketing is a product that can be recycled, friendly to ozone, which aims to minimize environmental pollution.

Green Marketing or Green Marketing influences consumer purchasing decisions (Govender & Govender, 2016; Rahbar & Wahid, 2011; Tsai et al., 2020). Elaborating that in the Theory of Planned Behavior it is described that the formation of a person's purchasing decision for a product is mainly influenced by the person's attitude or view of the product or brand (attitude) (Ajzen, 2015; Paul et al., 2016; Sharma & Foropon, 2019). According to Yadav & Pathak (2017) attitude is a result of a behavioral belief and evaluation of situation results. Behavioral belief is an individual's belief about the consequences of engaging in certain behaviors.

The existence of the influence of the influence of green purchase attitude on purchasing decisions made by previous researchers, namely Huda (2018) the results showed that there was a significant influence between attitudes towards purchasing decisions for environmentally friendly products.

According to Ham et al (2015) Subjective Norms are a key concept for understanding the process of forming people's behavioral intentions, encouraging individuals to adopt certain behaviors. Subjective norms as the second determinant of interest in purchasing decisions from Eco Friendly products or environmentally friendly products which can be assumed to be a function of trust. Ajzen (1991) outlines that the second component of the theory of planned behavior is subjective norms as an external factor related to perceived social pressure that whether the individual should do or not do the behavior.

Subjective Norms are proven to have a significant influence on purchasing decisions. This is evidenced by previous research which states that it has a positive and significant effect on purchasing decisions (Al-Swidi et al., 2014; Hasbullah et al., 2016; Sun & Wang, 2020).

According to Wahyuni et al. (2017), explaining Perceived Behavioral control or perceived behavioral control is a condition that a person feels able to determine behavior. Perceived behavioral control also directly influences a person's behavior in making green product purchasing decisions. Perceived behavioral control describes past experiences and anticipates existing obstacles.

The influence of Perceived Behavioral control on purchasing decisions has been proven by previous research which states that it has a positive and significant effect on purchasing decisions by (Rois, 2016).

Environmental concern is an individual's awareness of the importance of preserving the environment and conserving nature, where this awareness will lead to a sense of

responsibility for the environment (Huang & Liu, 2017). Concern and knowledge about the environment by consumers have made the demand for environmentally friendly products to continue to grow. The application of green marketing, in addition to getting safe products, consumers also carry out acts of concern for the environment (Ottman, 2017). Understanding the attitude of the younger generation in buying environmentally friendly products is very necessary. The younger generation needs to be more concerned about the environment because the younger generation will be the guardians of future environmental issues that can affect environmental sustainability.

The existence of the influence of environmental concern on purchasing decisions has been proven by previous research which states that it has a positive and significant effect on purchasing decisions by (Cerri et al., 2018; Mainieri et al., 1997; Yue et al., 2020).

Based on the background description of the problems that have been described, a study was conducted with the title *The Effect of Brand Purchase Attitudes, Subjective Norms, Perceived Behavioral Control and Environmental Concern on Purchasing Decisions for Kentucky Fried Chicken (KFC) Products*.

Based on the background description, this study aims to explore the influence of certain factors on product purchasing decisions at Kentucky Fried Chicken (KFC). The problem formulation in this study includes four main questions, namely: 1) Does Green Purchase Attitudes have a significant influence on purchasing decisions for KFC products? 2) How does Subjective Norms influence purchasing decisions for KFC products? 3) Does Perceived Behavioral Control have a significant influence on purchasing decisions for KFC products? 4) To what extent does Environmental Concern influence KFC product purchase decisions? Through these questions, this study aims to investigate the relationship between these variables and product purchase decisions at Kentucky Fried Chicken fast food restaurants.

Based on the literature review above, the framework is determined as follows:

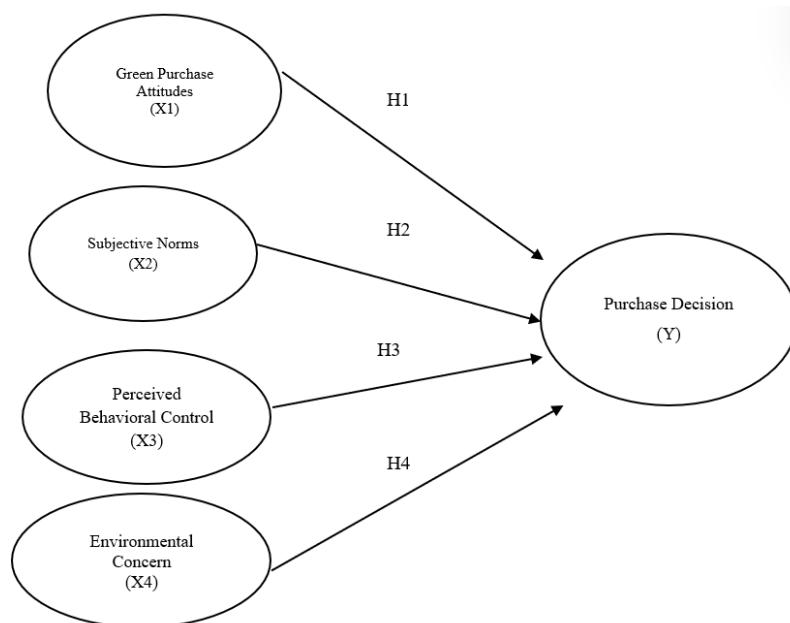


Figure 1. Research Framework

Based on the conceptual framework above, the research hypothesis is as follows:

- a. Green Purchase Attitudes has a significant effect on Purchasing Decisions for Kentucky Fried Chicken (KFC) products.
- b. Subjective Norms have a significant effect on Kentucky Fried Chicken (KFC) Purchasing Decisions.

- c. Perceived Behavioral Control has a significant effect on Kentucky Fried Chicken (KFC) Purchasing Decisions.
- d. The Effect of Environmental Concern on Purchasing Decisions for Kentucky Fried Chicken (KFC)

METHODS

This research was conducted in the Special Region of Yogyakarta, for one month from September to October 2023. The Special Region of Yogyakarta is a province with many universities and has a large enough number of students to be used as research objects. This research is a type of quantitative research using the survey method through distributing questionnaires.

The population in this study are all consumers who have bought Kentucky Fried Chicken (KFC) products in Yogyakarta. The sample in this study were student customers of Kentucky Fried Chicken (KFC) products in Yogyakarta. The sample method used in this study is probability sampling with sampling techniques using simple random sampling. Because the population of Kentucky Fried Chicken (KFC) consumers in Yogyakarta who make purchases is not known in exact numbers, the determination of the number of samples used the Cochran formula with the results of the total sample used was 100 respondents.

RESULTS

Descriptive Analysis of Respondents

Table 1. Sample Demographics

| Description | Frequency | Percentage |
|-------------------------------|-----------|------------|
| Jobs | | |
| Self-employed | 27 | 27% |
| PNS | 22 | 22% |
| Student | 47 | 47% |
| Employees | 4 | 4% |
| Total | 100 | 100% |
| Revenue | | |
| ≤ Rp.1.000.000 | 6 | 6% |
| Rp.1.100.000- Rp.3.000.000 | 38 | 38% |
| Rp.3.100.000- Rp.5.000.000 | 30 | 30% |
| >Rp. 5,000,000 | 26 | 26% |
| Total | 100 | 100% |
| Gender | | |
| Male | 46 | 46% |
| Female | 54 | 54% |
| Total | 100 | 100% |
| Age | | |
| 17-21 Years | 32 | 32% |
| 22-26 Years | 40 | 40% |
| 27-31 Years | 23 | 23% |
| > 31 years old | 5 | 5% |
| Total | 100 | 100% |
| Current Education | | |
| JUNIOR HIGH SCHOOL | 0 | 0% |
| SENIOR HIGH SCHOOL | 15 | 15% |
| D3 | 19 | 19% |
| S1 | 65 | 65% |
| S2 | 1 | 1% |
| Total | 100 | 100% |

Source: Primary Data Processed (2023)

Based on Table 1, it can be concluded that the majority of respondents who have filled out the questionnaire with the job category are dominated by students as many as 47 respondents with a percentage value of 47%. While the income category is dominated by vulnerable income above Rp. 1,100,000 - Rp. 3,000,000 as many as 38 respondents with a percentage value of 38%. The gender category is dominated by women as many as 54 respondents with a percentage value of 54%. Meanwhile, the age category is dominated by the age range of 22-26 years with a total of 40 respondents with a percentage value of 40% and the last is the current education category dominated by S1 education with a percentage value of 65%.

Validity Test

The validity test is carried out by correlating each question item with the total variable score. The item is declared valid if the correlation significance level is smaller than the specified significance level of 0.05. The results of the validity test of this study are:

Table 2. Validity Test Results

| Variables | Item | Sig | Confirmation |
|------------------------------|------|-------|--------------|
| GREEN PURCHASE ATTITUDE | X1.1 | 0.000 | Valid |
| | X1.2 | 0.000 | Valid |
| | X1.3 | 0.000 | Valid |
| SUBJECTIVE NORMS | X2.1 | 0.000 | Valid |
| | X2.2 | 0.000 | Valid |
| | X2.3 | 0.000 | Valid |
| | X2.4 | 0.000 | Valid |
| PERCEIVED BEHAVIORAL CONTROL | X3.1 | 0.000 | Valid |
| | X3.2 | 0.000 | Valid |
| | X3.3 | 0.000 | Valid |
| | X3.4 | 0.000 | Valid |
| ENVIRONMENTAL CONCERN | X4.1 | 0.000 | Valid |
| | X4.2 | 0.000 | Valid |
| | X4.3 | 0.000 | Valid |
| PURCHASE DECISION | Y1.1 | 0.000 | Valid |
| | Y1.2 | 0.000 | Valid |
| | Y1.3 | 0.000 | Valid |
| | Y1.4 | 0.000 | Valid |

Source: Primary Data Processed (2023)

Based on the results of the instrument validity test in the table above, it shows that all question items with N = 100 samples and all question items have a significant value of less than 0.05, meaning that all items are valid.

Reliability Test

Table 3. Reliability Test Results

| Variables | Cronbach's alpha | Criteria | Description |
|------------------------------|------------------|----------|-------------|
| GREEN PURCHASE ATTITUDE | 0.720 | 0.60 | Reliable |
| SUBJECTIVE NORMS | 0.601 | 0.60 | Reliable |
| PERCEIVED BEHAVIORAL CONTROL | 0.660 | 0.60 | Reliable |
| ENVIRONMENTAL CONCERN | 0.609 | 0.60 | Reliable |

| | | | |
|-------------------|-------|------|----------|
| PURCHASE DECISION | 0.799 | 0.60 | Reliable |
|-------------------|-------|------|----------|

Source: Primary Data Processed (2023)

Table 4. Results of Analysis of Research Variables

| No. | Variables | Average | Category |
|-----|------------------------------|---------|----------|
| 1. | Green Purchase Attitudes | 3.76 | Agree |
| 2. | Subjective Norms | 4.14 | Agree |
| 3. | Perceived Behavioral Control | 3.98 | Agree |
| 4. | Environmental Concern | 4.05 | Agree |
| 5. | Purchase Decision | 3.90 | Agree |

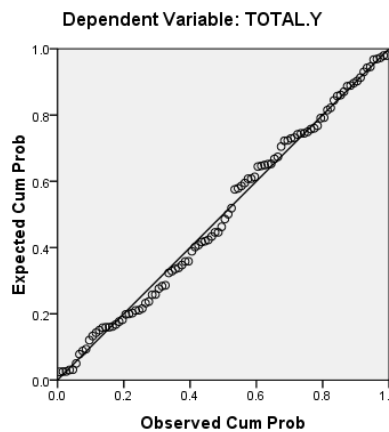
Source: Primary Data Processed (2023)

Based on the table of questions on the Green Purchase Attitudes variable above, it has an average rating of 3.76 which means agree. This shows that consumers agree on average. On Subjective Norms has an average value of 4.14. all respondents answered agree to the Subjective Norms variable. The Perceived Behavioral Control variable based on the table above has an average value of 3.98. all respondents answered agree to the Perceived Behavioral Control variable. The Environmental Concern variable with a total of 3 statements has an average value of 4.05. meaning that the respondents answered agreed to the Environmental Concern variable. Based on the table above, it also explains that the overall purchasing decision variable has an average value of 3.90. all respondents answered agree to the purchasing decision variable.

Normality Test

There are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests, to test whether the data is normally distributed or not, the Kolomogrov-Smimov Test Residual statistical test is normally distributed if it has a significant value > 0.05 (Ghozali, 2018). The results of the normality test are presented in the table below:

Normal P-P Plot of Regression Standardized Residual



Source: Primary Data Processed (2023)

Figure 2. Normality Test Results

Based on the picture above, the points spread around the diagonal line and follow the direction of the diagonal line. So, it can be concluded that the data in this study is normally distributed.

Multicollinearity Test

According to Ghozali (2018) the multicollinearity test aims to test whether a regression model has a correlation between independent variables.

Table 5. Multicollinearity Test Results

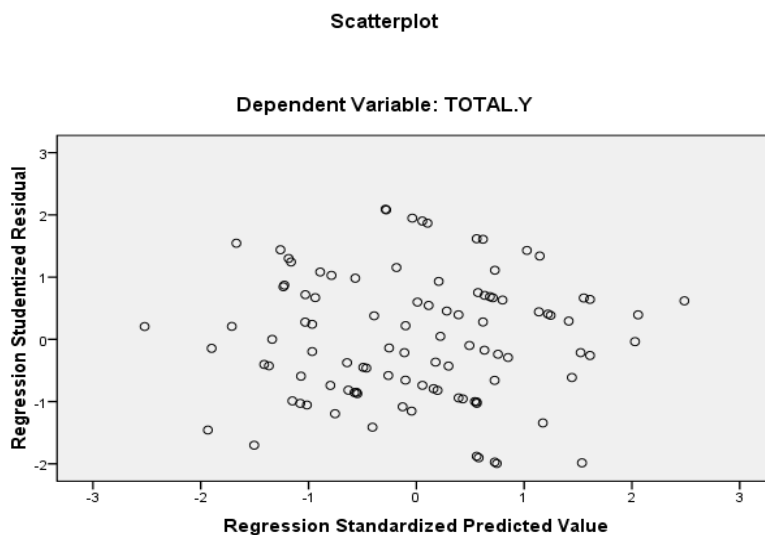
| Model | Coefficients ^a | | | | | | | |
|------------------------------|-----------------------------|------------|---------------------------|-------|------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| 1 (Constant) | .579 | 3.218 | | | .180 | .858 | | |
| Green Purchase Attitudes | .204 | .124 | .154 | 1.643 | .104 | | .928 | 1.078 |
| Subjective Norms | .112 | .127 | .093 | .881 | .381 | | .728 | 1.373 |
| Perceived Behavioral Control | .373 | .161 | .212 | 2.316 | .023 | | .971 | 1.029 |
| Environmental Concern | .407 | .149 | .293 | 2.727 | .008 | | .709 | 1.410 |

a. Dependent Variable: Purchase Decision

Source: Primary Data Processed (2023)

Of all the variables meet the tolerance and VIF values, all variables have a tolerance value > 0.1. While for VIF < 10. This means that the two variables do not experience symptoms of multicollinearity (non-multicollinearity).

Heteroscedasticity Test



Source: Primary Data Processed (2023)

Heteroscedasticity Test Results

The scatterplot graph shows that the points spread randomly and are spread both above and below the number 0 on the Y axis. The picture above also shows that there is no particular pattern (no clear pattern is seen) on the scatterplot graph. So, it can be concluded that there is no heteroscedasticity in the regression model in this study.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Test Results

| Model | Coefficients ^a | | | | | |
|------------------------------|-----------------------------|------------|---------------------------|-------|------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
| | B | Std. Error | Beta | | | |
| 1 (Constant) | .579 | 3.218 | | | .180 | .858 |
| Green Purchase Attitudes | .204 | .124 | .154 | 1.643 | .104 | |
| Subjective Norms | .112 | .127 | .093 | .881 | .381 | |
| Perceived Behavioral Control | .373 | .161 | .212 | 2.316 | .023 | |

| | | | | | |
|-----------------------|------|------|------|-------|------|
| Environmental Concern | .407 | .149 | .293 | 2.727 | .008 |
|-----------------------|------|------|------|-------|------|

a. Dependent Variable: Purchase Decision
Source: Primary Data Processed (2023)

Based on the table above, the multiple regression line equation can be stated as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

$$Y = 5.79 + 0.154 X_1 + 0.093 X_2 + 0.212 X_3 + 0.293 X_4$$

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a = 5,79 Indicates the constant value of the purchase decision, which means that if the effect of Green Purchase Attitudes, Subjective Norms, Perceived Behavioral Control, Environmental Concern is equal to zero, the value of the purchase decision is 5.79.

b 1= 0,154 This means that if the assessment of the Green Purchase Attitudes variable increases by one unit, the assessment of the purchasing decision variable will increase by 0.154 units. The Green Purchase Attitudes variable has a positive direction of influence on purchasing decisions.

b 2=0,093 This means that if the assessment of the Subjective Norms variable increases by one unit, the assessment of the purchasing decision variable will increase by 0.093 units. The Subjective Norms variable has a positive direction of influence on purchasing decisions.

b 3= 0,212 This means that if the assessment of the Perceived Behavioral Control variable increases by one unit, the assessment of the purchasing decision variable will increase by 0.212 units. The Perceived Behavioral Control variable has a positive direction of influence on purchasing decisions.

b 4= 0,293 This means that if the assessment of the Environmental Concern variable increases by one unit, the assessment of the purchasing decision variable will increase by 0.293 units. The Environmental Concern variable has a positive direction of influence on purchasing decisions.

Partial Test (t)

Table 7. T-test Results

| Model | Coefficients ^a | | | | |
|------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | .579 | 3.218 | | .180 | .858 |
| Green Purchase Attitudes | .204 | .124 | .154 | 1.643 | .104 |
| Subjective Norms | .112 | .127 | .093 | .881 | .381 |
| Perceived Behavioral Control | .373 | .161 | .212 | 2.316 | .023 |
| Green Purchase Attitudes | .407 | .149 | .293 | 2.727 | .008 |

a. Dependent Variable: Purchase decision

Source: Primary Data Processed (2023)

Hypothesis testing regarding the effect of Green Purchase Attitudes on Kentucky Fried Chicken (KFC) purchasing decisions shows interesting results. The t value is 1.643 with a probability or significance value of 0.104. The test criteria show that because the t value is smaller than the t table (1.643 < 1.660) and the significance value is greater than 0.05, then H0 (null hypothesis) is accepted while Ha (alternative hypothesis) is rejected. Thus, it can be concluded that Green Purchase Attitudes have no significant effect on purchasing decisions for Kentucky Fried Chicken (KFC) products based on the results of this analysis.

The results of hypothesis testing regarding the influence of Subjective Norms on purchasing decisions for Kentucky Fried Chicken (KFC) attract attention. The calculated t value is 0.881 with a probability or significance value of 0.381. According to the test

criteria, because the calculated t value (0.881) is smaller than the t table (1.660), and the significance value is greater than 0.05, H0 (null hypothesis) is accepted, while Ha (alternative hypothesis) is rejected. Thus, it can be concluded that Subjective Norms do not have a significant effect on purchasing decisions for Kentucky Fried Chicken (KFC) products based on this analysis.

From the results of the analysis related to the effect of Perceived Behavioral Control on purchasing decisions for Kentucky Fried Chicken (KFC), it was found that the calculated t value was 2.316, while the probability or significance value was 0.023. The test criteria state that because the calculated t value (2.316) is greater than the t table (1.660), and the significance value is less than 0.05, then H0 (null hypothesis) is rejected, and Ha (alternative hypothesis) is accepted. In conclusion, Perceived Behavioral Control has a positive and significant effect on purchasing decisions for Kentucky Fried Chicken (KFC) products based on the results of testing this hypothesis.

Based on the results of the analysis of the effect of Environmental Concern on purchasing decisions for Kentucky Fried Chicken (KFC), it is found that the t value is 2.727 with a probability or significance value of 0.008. The test criteria show that because the t value (2.727) is greater than the t table (1.660), and the significance value is less than 0.05, then H0 (null hypothesis) is rejected, and Ha (alternative hypothesis) is accepted. Therefore, it can be concluded that Environmental Concern has a positive and significant effect on purchasing decisions for Kentucky Fried Chicken (KFC) products based on the results of testing this hypothesis.

Test Coefficient of Determination (R²)

Table 8. Test Results of the Coefficient of Determination (R)²

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .473 ^a | .224 | .191 | 2.30718 |

a. Predictors: (Constant), TOTAL.X4, TOTALX3, TOTAL.X1, TOTAL.X2

b. Dependent Variable: TOTAL.Y

Source: Primary Data Processed (2023)

From the results of the data processing above, the Adjusted R Square value is 0.191, meaning that the dependent variable (Y) in the model, namely the purchase decision, is explained by the independent variable of 19.1%, while the remaining 80.9% is explained by other variables outside the study such as lifestyle, price, and others.

DISCUSSION

The Influence of Green Purchase Attitudes on Purchasing Decisions

The calculated t value is 1.643 and the probability value or significance value is 0.104. Because the calculated t value of 1.643 is smaller than the t table of 1.660 and the significance value is greater than 0.05, H0 is accepted, and Ha is rejected. This hypothesis testing shows that Green Purchase Attitudes have no effect on purchasing decisions for Kentucky Fried Chicken (KFC).

This test shows that the use of Green Purchase Attitudes has no effect on purchasing decisions. This can be seen from the lowest rated questionnaire item, namely "I believe in the quality of KFC products that apply the green concept". Consumers still doubt the green concept applied by KFC products. Therefore, it is important to continue to educate consumers that KFC continues to strive to participate in protecting the environment, especially in the green concept that has been applied. With this green concept, in addition to continuing to protect and preserve the environment, it is also to provide trust to consumers.

The Effect of Subjective Norms on Purchasing Decisions

The calculated t value is 0.881 and the probability value or significance value is 0.381. because the calculated t value of 0.881 is smaller than the t table of 1.660 and the significance is greater than 0.05, Ho is accepted, and Ha is rejected. This hypothesis testing shows that Subjective Norms has no effect on purchasing decisions for Kentucky Fried Chicken (KFC).

This test shows that Subjective Norms have no effect on purchasing decisions for Kentucky Fried Chicken (KFC). This can also be seen from the lowest rated questionnaire item, namely "I feel confident with KFC products because of the role of other consumers". The existence of consumer doubts about KFC products is also rated the lowest, this shows that the role of others in providing positive effects is still lacking, therefore KFC needs to provide a guarantee of customer satisfaction to increase consumer confidence.

The Effect of Perceived Behavioral Control on Purchasing Decisions

The calculated t value is 2.316 and the probability value or significance value is 0.023. because the calculated t value of 2.316 is greater than the t table of 1.660 and the significance value is less than 0.05, Ho is rejected, and Ha is accepted. This hypothesis testing shows that Perceived Behavioral Control has a positive and significant effect on purchasing decisions for Kentucky Fried Chicken (KFC).

This shows that the better Perceived Behavioral Control can improve purchasing decisions from KFC products. This can be seen from the highest rated questionnaire item, namely "I can buy KFC products without any problems" this shows that consumers have no problems buying KFC products. Therefore, KFC management must continue to provide services that are easy, friendly and can help consumers reach and make it easier for consumers to access consumers. Therefore, KFC must continue to increase flexibility in marketing its products.

The Effect of Environmental Concern on Purchasing Decisions

The calculated t value is 2.727 and the probability value or significance value is 0.008. because the calculated t value of 2.727 is greater than the t table of 1.660 and the significance value is less than 0.05, Ho is rejected, and Ha is accepted. This hypothesis testing shows that Environmental Concern has a positive and significant effect on purchasing decisions for Kentucky Fried Chicken (KFC).

This shows that the better Environmental Concern can improve purchasing decisions from KFC products. This can be seen from the questionnaire item that is rated the highest, namely "I care about the current condition of the natural environment", this shows that KFC consumers have an average of high concern for the environment. Therefore, KFC must continue to improve and continue to encourage and participate in environmental conservation by presenting products that are environmentally friendly and safe for consumer health. Thus, it is expected to increase purchasing decisions on KFC products in the future.

CONCLUSION

From the results of data analysis on Green Purchase Attitudes, Subjective Norms, Perceived Behavioral Control, and Environmental Concern variables in the context of product purchasing decisions at Kentucky Fried Chicken (KFC), it can be concluded that Green Purchase Attitudes and Subjective Norms do not have a significant influence on KFC product purchasing decisions. However, on the contrary, Perceived Behavioral Control has a positive and significant influence on purchasing decisions for KFC products. This shows that perceptions of behavioral control have a positive impact in influencing consumer purchasing decisions regarding KFC products. In addition, Environmental Concern is also proven to have a positive and significant effect on purchasing decisions for KFC products, indicating that concern for the environment plays an important role in influencing consumer preferences for products from fast food restaurants. These results provide valuable insights for related parties, both in designing marketing strategies and efforts to improve corporate social responsibility towards environmental issues.

Based on the conclusions of this study, the researcher provides a number of suggestions to Kentucky Fried Chicken (KFC). First, KFC is advised to increase its seriousness in conveying its commitment to consumers regarding its participation in maintaining the sustainability of the earth. Second, KFC can build consumer trust through good service and other positive efforts, so that it can get positive affirmations that have the potential to influence other consumers to buy KFC products. Third, it is important for KFC to stay in the middle of consumers, respond quickly to complaints, and innovate updates to simplify the product purchasing process. Finally, KFC is advised to continue to instill confidence in consumers that the company is actively contributing to protecting the environment. These suggestions are expected to help KFC improve its service quality, reputation, and contribution to environmental issues, so that it can strengthen its competitiveness in the market.

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