Ilomata International Journal of Management
P-ISSN: 2714-8971; E-ISSN: 2714-8963
Volume. 6 Issue 2 April 2025
Page No: 613 - 631

Exploring Generation Z Consumers' Manners on Green Purchase Behavior Regarding Reusable Products in Pontianak

Adhinda Dwi Oprilyani[1], Helma Malini[2], Barkah[3], Erna Listiana[4], Harry Setiawan[5]
[12345]**Universitas Tanjungpura, Indonesia**
Correspondence: adhindadwi3@gmail.com[1]

Received : November 19, 2024
Accepted : December 25, 2024
Published : April 30, 2025

Citation: Oprilyani, A.D., Malini, H., Barkah., Listiana E., & Setiawan, H. (2025). The Impact of Investment Performance as a Moderator on Institutional Ownership, CSR, Investment Opportunity Set, and Firm Value. Ilomata International Journal of Management, 6(2), 613–631.

https://doi.org/10.61194/ijjm.v6i2.1540

ABSTRACT: This study examines Generation Z's attitudes towards green purchasing behavior, with a focus on the use of reusable products, amidst the growing plastic waste problem in Indonesia. As a group increasingly aware of environmental issues, Generation Z has excellent potential to encourage more sustainable consumption patterns. This study analyzes the influence of environmental concern and brand knowledge on green purchase intention and green purchase behavior in Generation Z to buy reusable products in response to the challenge of single-use plastic waste. In contrast to previous studies, which often focus on older age groups or do not consider the local context, this study pays special attention to Generation Z in Pontianak. This city is experiencing rapid growth in the green movement, especially among young people. A total of 264 Generation Z respondents residing in Pontianak were surveyed using an online questionnaire, and the data obtained was analyzed using a quantitative approach through SEM (Structural Equation Modeling) using SmartPLS 3 software. The results show that environmental concern and brand knowledge significantly influence green purchase intention, which drives green purchase behavior, with green purchase intention as a key mediator. The findings suggest that strategic approaches that promote environmental concern and green brand knowledge have great potential to encourage green consumption behavior among Generation Z and support broader sustainable practices.

Keywords: Environmental Concern, Green Brand Knowledge, Green Purchase Intention, Green Purchase Behavior

INTRODUCTION

In this time of world integration, the problem of single-use plastic waste has become a serious threat to the environment. Various products such as food, beverages, and daily necessities often use disposable plastic packaging that is difficult to decompose, increasing the risk of environmental pollution. The accumulation of plastic waste has exacerbated ecological damage, especially in water

areas and marine ecosystems. Based on the latest data (Citarumharum.jabarprov.go.id, 2024), around 5 trillion plastic bags are thrown away by the world's population every year, even though their use lasts only 12 minutes on average. In Indonesia alone, plastic bag consumption is very high, reaching 182.7 billion bags or 1,278,900 tons of waste yearly. Around 40 percent of plastic waste in Indonesia comes from plastic bags, of which 511,560 tons pollute the ocean. In addition, according to the data (Kemenkopmk.go.id, 2023)Around 7.2 million tons, or 34.19%, of waste in Indonesia has not been appropriately managed. This shows the lack of public awareness of the importance of protecting the environment.

Encouraging a proactive attitude in protecting the ecosystem, especially among Generation Z, is a priority that must be realized immediately. One effective way to reduce the volume of plastic waste in Indonesia is by choosing reusable products. This approach helps reduce waste and encourages a more environmentally friendly lifestyle. Reusable products have become part of the daily lifestyle, especially among young people increasingly concerned about sustainability and environmental impact. Products such as water bottles, stainless straws, and portable cutlery are now frequently carried, replacing single-use products. Based on a report from (Citra, 2024)Awareness of environmental impact has made using reusable products a widespread habit in various circles. Some local brands in Indonesia also support this lifestyle, such as Tupperware, which is famous for its durable food containers and drinking bottles. As environmental awareness becomes more widespread, products from these brands can support the popular eco-friendly lifestyle among many people, especially young people.

However, despite the progress in adopting green products, there has been minimal attention to the role of Generation Z in sustainability issues in Pontianak. Focusing on this group is essential as they are agents of change with great potential to influence sustainable consumption patterns. This research aims to understand better Generation Z's attitude toward green purchase behavior that focuses only on reusable products, especially in Pontianak City, which is experiencing progress in the green movement. Although many studies have examined pro-environmental behavior and sustainable consumption among consumers, most of these studies ignore the specific factors that influence green purchasing behavior among Generation Z, especially in a regional context. Most previous studies have highlighted green consumption behavior in general without examining the factors that influence purchasing decisions among the younger generation in specific regions, such as Pontianak. This research fills the gap by focusing on green purchasing behavior on reusable products by Generation Z in Pontianak. Previous research, such as that conducted by Parzonko et al. (2021), showed that older generations tend to have higher involvement in pro-environmental behavior compared to Generation Z. Meanwhile, Fitriana (2023) revealed that young consumers with good environmental knowledge and awareness will support green purchasing intentions. Marques (2021) also emphasized the importance of understanding the pro-environmental consumption patterns of the younger generation, which has an impact as significant as the previous generation, to formulate effective policies in facing sustainability challenges. This research brings a new contribution by focusing on the relationship between Environmental Concern, Green Brand Knowledge, and Green Purchase Behavior on Reusable Products, as well as the role of Green Purchase Intention as a mediator. This focus differs from previous research because it emphasizes the local context in Pontianak and explores Generation Z's attitude toward purchasing sustainable products. As such, this research is expected to provide valuable strategic insights for

manufacturers, marketers, and policymakers in devising more effective plans to encourage the adoption of sustainable products. This study's findings are expected to provide a deeper understanding of the consumer decision-making process in the context of sustainability, support the development of greener business practices, and contribute to global environmental conservation efforts.

Based on the description, it is possible to construct a research framework in the following manner:

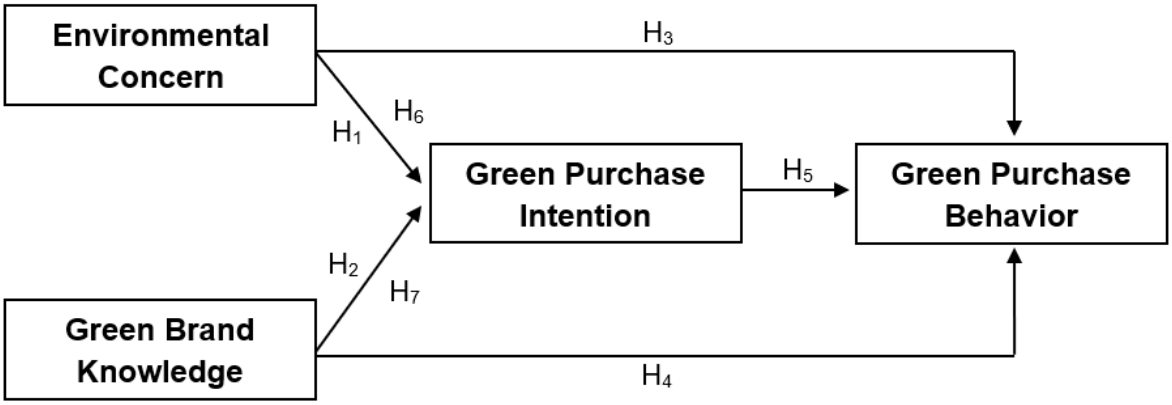

Figure 1. Research Framework

From the figure above, we determined the hypothesis as below: 1) environmental concern has a significant effect on green purchase intention; 2) green brand knowledge has a significant effect on green purchase intention; 3) environmental concern has a significant influence on green purchase behavior; 4) green brand knowledge has a significant influence on green purchase behavior; 5) green purchase intention has a significant influence on green purchase behavior; 6) environmental concern has a significant effect on green purchase behavior through green purchase intention; 7) green brand knowledge has a significant effect on green purchase behavior through green purchase intention.

METHOD

This research used quantitative methods and was conducted in Pontianak between September 6 and October 26, 2024. Pontianak was chosen as the research location because the city is experiencing significant growth in the green movement, especially among young people. The number of environmental initiatives and activities involving the younger generation in Pontianak creates a relevant context for research on ecological awareness and sustainable consumption behavior. In addition, Pontianak has a sizable population in the Generation Z age group that is active in various social and environmental activities, which is the main focus of this research.

The data used in this research is primary data obtained through a questionnaire, with Google Forms as a tool to collect data. The sample was selected through purposive sampling, focusing on Generation Z individuals aged 15 to 27 and domiciled in Pontianak. In this study, 264 respondents were chosen as samples, and data analysis was conducted using SmartPLS 3 software through the PLS-SEM (Partial Least Squares-Structural Equation Modeling) method. This method is used to test the relationship between the independent variables of environmental concern and green brand

knowledge with the dependent variable of green purchase behavior, as well as the role of the mediating variable of green purchase intention.

To ensure the credibility of the research results, the questionnaire in this study uses 18 indicators adapted from previous relevant studies consisting of 5 indicators for the Environmental Concern (EC) variable, which refers to Shukla, (2019), 5 indicators for the Green Brand Knowledge (GBK) variable adapted from Mohd Suki, (2016), 3 indicators for the Green Purchase Intention (GPI) variable based on Amin & Tarun, (2021), and five indicators for the Green Purchase Behavior (GPB) variable quoted from Jaini et al., (2020)These indicators were adapted to the context of research in Pontianak, mainly to understand green purchasing behavior and intentions among Generation Z. This questionnaire is expected to produce valid and reliable data.

RESULT AND DISCUSSION

Respondent Profile

This research includes 264 respondents from Generation Z who are between 15 and 27 years old and live in Pontianak. The following is a detailed profile of respondents presented by frequency and percentage.

Table 1. Respondent Profile

Respondent Characteristics		Frequency	Percentage
Gender	Male	104	39.4%
	Female	160	60.6%
Total		**264**	**100.0%**
Age	15-18 years	32	12.1%
	19-22 years	144	54.5%
	23-27 years	88	33.3%
Total		**264**	**100.0%**
Domicile	West Pontianak Sub-district	39	14.8%
	District Pontianak Kota	50	18.9%
	South Pontianak Sub-district	45	17.0%
	Sub-district of Southeast Pontianak	35	13.3%
	East Pontianak Sub-district	51	19.3%
	North Pontianak Sub-district	44	16.7%
Total		**264**	**100.0%**
Pekerjaan	State-Owned Enterprises (BUMN)	13	4.9%
	Doctor	1	0.4%
	Freelancer	21	8.05
	Teacher	1	0.4%
	Private Employee	48	18.2%
	University Student	95	36.0%

Respondent Characteristics		Frequency	Percentage
	Student	16	6.1%
	Singer	1	0.4%
	Civil Servant (PNS)	17	6.4%
	Police/Military	5	1.9%
	Entrepreneur	46	17.4%
Total		**264**	**100.0%**

Source: The processed output results from SmartPLS 3

Based on gender, it was noted that women dominated compared to men, with a percentage of 60.6%. For the age group, respondents aged between 19 and 22 recorded a figure of 54.5%. Based on domicile, most respondents live in East Pontianak District, with a percentage of 19.3%. Meanwhile, based on occupation, students dominated the respondents, which reached 36%.

Descriptive Analysis

Descriptive analysis describes the number or frequency of answers from respondents to provide an overview of the research data. Below are the findings from the study of the variables examined, based on the frequency distribution and average.

Table 2. Descriptive Analysis

Item		Frequency					Mean
		1	2	3	4	5	
EC1	As part of Generation Z, I am very concerned about the environment, which influenced my decision to buy reusable products.	1	4	27	86	146	4.41
EC2	As part of Generation Z, I am ready to reduce my consumption of single-use products and switch to reusable products to support environmental conservation.	4	11	52	97	100	4.05
EC3	Greater policy change regarding reusable products is important to save the natural environment.	0	11	35	75	143	4.33
EC4	As a Generation Z consumer, I believe that greater social change in the use of reusable products is important to save the natural environment.	2	8	33	89	132	4.29
EC5	I think that stricter regulations on the use of single-use products and the promotion of reusable products should be more widely implemented.	0	14	30	141	79	4.08
	Mean Variable						4.23

Item	Frequency	Mean

		1	2	3	4	5	
GBK1	As Generation Z, I believe that investing in reusable products will be beneficial in the long run.	0	10	33	76	145	4.35
GBK2	The environmental performance of reusable products meets my expectations as Generation Z.	3	13	69	90	89	3.94
GBK3	As Generation Z, I feel that the lack of availability and access is the main reason for the low popularity and demand for reusable products.	3	13	53	69	126	4.14
GBK4	As part of Generation Z, I buy reusable products because they are environmentally friendly.	4	8	55	88	109	4.10
GBK5	As Generation Z, I choose reusable products because the environmental benefits are greater than other products.	4	12	49	128	71	3.95
	Mean Variable						4.10

Item		Frequency					Mean
		1	2	3	4	5	
GPI1	As part of Generation Z, I intend to buy reusable products because they are concerned about the environment.	1	9	39	66	149	4.34
GPI2	As part of Generation Z, I expect to continue purchasing reusable products in the future due to their eco-friendly performance	4	17	42	120	81	3.97
GPI3	As Generation Z, I like to buy reusable products because they are environmentally friendly.	0	7	43	103	111	4.20
	Mean Variable						4.17

Item		Frequency					Mean
		1	2	3	4	5	
GPB1	As a member of Generation Z, I usually prefer to buy products with reusable packaging.	4	11	35	81	133	4.24
GPB2	If I have to buy a new product, I, as part of Generation Z, always choose reusable and environmentally friendly products.	1	16	43	138	66	3.95
GPB3	As Generation Z, I try to buy reusable products even if they are more expensive.	1	12	57	76	118	4.13
GPB4	As part of Generation Z, I always buy reusable products that are easy to recycle after their useful life is over.	2	9	35	99	119	4.23

GPB5	As Generation Z, I always avoid purchasing single-use products and prefer reusable alternatives.	0	15	34	149	66	4.01
		Mean Variable					4.11

Source: The processed output results from SmartPLS 3

The results illustrate that an average of 4.23 has been obtained for the environmental variable, followed by green brand knowledge of 4.10, green purchase intention of 4.17, and green purchase behavior of 4.11, which shows that these values are close to 5. Thus, respondents tend to give answers that agree and strongly agree with environmental concerns, green brand knowledge, green purchase intention, and green purchase behavior.

SEM Analysis Testing

This research applies Structural Equation Modeling (SEM) and Partial Least Squares (PLS) analysis, operated through SmartPLS software version 3. Structural Equation Modeling is a confirmatory method that provides a comprehensive tool for evaluating and revising measurement and structural models. Using this method, the measurement model's unidimensionality, validity, and reliability can be assessed appropriately. Structural Equation Modeling is an increasingly popular statistical technique in scientific research, especially in Social Sciences. Structural Equation Modeling consists of two main components: structural and measurement models. SEM (Structural Equation Modeling) is a powerful tool for multivariate statistical analysis that integrates factor analysis with multiple linear regression and can simultaneously examine the connections between latent variables within a model. Latent constructs are measured through a series of items contained in a questionnaire. Due to its ability to assess complex relationships with parametric statistical approaches, Covariance-based SEM (CB-SEM) or full SEM is widely used by researchers from various disciplines. (Rahadi, 2023)Thus, researchers carried out data analysis using the SmartPLS version 3 application. In PLS and SEM, model estimation is carried out in two stages. The initial step involves assessing the measurement model (outer model), encompassing validity and reliability evaluations, while the subsequent stage concentrates on evaluating the structural framework (inner model).

1) Evaluation of Measurement Model (Outer Model)

The measurement model evaluates construct validity, aiming to determine the effectiveness and precision of the applied model in the study. The outer model assesses convergent validity, discriminant validity, and reliability.

a. Convergent Validity Testing

The convergent validity test assesses the validity of the relationship or correlation between indicators and latent variables. It measures the factor loading value and the Average Variance Extracted (AVE). Based on established guidelines, evaluating convergent validity requires a loading factor value exceeding 0.7 (Nurhalizah et al., 2024), while the Average Variance Extracted (AVE) should surpass 0.5 (Kante & Michel, 2023).

Table 3. Convergent Validity Test Results

Item	Factor Loading	Description	AVE	Description
EC1 <- X1.EC	0.817	Valid		
EC2 <- X1.EC	0.730	Valid		
EC3 <- X1.EC	0.707	Valid	0.555	Valid
EC4 <- X1.EC	0.763	Valid		
EC5 <- X1.EC	0.702	Valid		
GBK1 <- X2.GBK	0.849	Valid		
GBK2 <- X2.GBK	0.721	Valid		
GBK3 <- X2.GBK	0.770	Valid	0.601	Valid
GBK4 <- X2.GBK	0.764	Valid		
GBK5 <- X2.GBK	0.767	Valid		
GPI1 <- Y1.GPI	0.836	Valid		
GPI2 <- Y1.GPI	0.758	Valid	0.634	Valid
GPI3 <- Y1.GPI	0.792	Valid		
GPB1 <- Y2.GPB	0.773	Valid		
GPB2 <- Y2.GPB	0.752	Valid		
GPB3 <- Y2.GPB	0.721	Valid	0.550	Valid
GPB4 <- Y2.GPB	0.737	Valid		
GPB5 <- Y2.GPB	0.725	Valid		

Source: The processed output results from SmartPLS 3

All items on each variable are considered valid because the factor loading value for each item exceeds 0.7. Based on the AVE value, validity is also confirmed as all AVE values exceed 0.5, indicating that all are valid. This demonstrates that the survey tool employed is reliable and deemed appropriate for application.

b. Discriminant Validity Testing

Discriminant validity aims to confirm that different constructs exhibit low correlation, ensuring that each construct represents a distinct phenomenon and does not overlap with other constructs in the study. This validity plays a key role in clarifying conceptual differences between constructs, particularly in complex research models, where although the constructs are theoretically related, they can be empirically distinguished. Cross-load indicators and the criteria established by Fornell & Larcker can be used to evaluate discriminant validity. This method compares the square root of the average variance extracted (AVE) and the correlation between latent constructs. A latent variable must be able to account for the variance in its indicators more effectively than the variance accounted for by competing latent variables. Thus, the AVE's square root for every construct must exhibit a greater magnitude than its correlation with alternative latent variables (Lim, 2024).

Table 4. Discriminant Validity Test Results Based on Crossloading Value

	X1.EC	X2.GBK	Y1.GPI	Y2.GPB
EC1	**0.817**	0.542	0.555	0.600

EC2	**0.730**	0.389	0.386	0.325
EC3	**0.707**	0.406	0.310	0.353
EC4	**0.763**	0.492	0.400	0.464
EC5	**0.702**	0.374	0.415	0.300
GBK1	0.533	**0.849**	0.579	0.585
GBK2	0.422	**0.721**	0.413	0.437
GBK3	0.466	**0.770**	0.471	0.533
GBK4	0.450	**0.764**	0.452	0.491
GBK5	0.457	**0.767**	0.556	0.482
GPB1	0.434	0.472	0.487	**0.773**
GPB2	0.452	0.584	0.528	**0.752**
GPB3	0.446	0.457	0.423	**0.721**
GPB4	0.412	0.447	0.560	**0.737**
GPB5	0.380	0.459	0.464	**0.725**
GPI1	0.471	0.580	**0.836**	0.579
GPI2	0.390	0.473	**0.758**	0.505
GPI3	0.498	0.475	**0.792**	0.504

Source: The processed output results from SmartPLS 3

Suppose the relationship between a construct and its measurement items exceeds its correlation with other constructs. In that case, the underlying construct predicts the indicators within its block more accurately, demonstrating robust discriminant validity. The discriminant validity test results indicate that the construct's association with its indicators surpasses its association with other constructs. Overall, it is evident that all latent constructs demonstrate strong discriminant validity, as they more effectively identify indicators within their categories compared to those in other categories.

Table 5. Discriminant Validity Test Results Based on AVE Root Value

	X1.EC	**X2.GBK**	**Y1.GPI**	**Y2.GPB**
X1.EC	**0.745**			
X2.GBK	0.603	**0.775**		
Y1.GPI	0.570	0.643	**0.796**	
Y2.GPB	0.573	0.656	0.667	**0.742**

Source: The processed output results from SmartPLS 3

Discriminant validity testing is done using the AVE root, which shows that the AVE root for each construct (located in the diagonal column) is greater than the correlation between constructs, so these constructs can be considered valid.

c. Reliability Testing

Cronbach alpha and composite reliability are commonly used internal consistency measures, which assess reliability based on the interrelationships between observed item variables. In

the context of exploratory research, composite reliability or Cronbach alpha values higher than 0.70 are considered acceptable (Kante & Michel, 2023).

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
X1.EC	0.803	0.861	Reliable
X2.GBK	0.833	0.882	Reliable
Y1.GPI	0.711	0.838	Reliable
Y2.GPB	0.796	0.859	Reliable

Source: The processed output results from SmartPLS 3

With Cronbach's alpha and composite reliability values exceeding 0.70 on each variable, it can be concluded that the research model has met the reliability requirements, which means this research is reliable.

2) Structural Equation Model Evaluation (Inner Model)

The inner model test evaluates the structural model in factor analysis or SEM by highlighting the relationship between constructs or variables connected through structural equations. In the inner model test, the structural model parameters are evaluated, encompassing the connections among latent variables and their direct and indirect impacts. The structural model is assessed by examining the R^2 value for the outcome latent construct and overall goodness of fit. Afterward, a t-statistic test is performed using a bootstrapping procedure to evaluate the model estimates.

a. *R-Square* Value

The interpretation of the R2 value illustrates the extent to which exogenous variables can explain endogenous variables. According to Chin (1998) cited by Rahadi, (2023), R2 has three classifications, namely 0.67 as substantial, 0.33 as moderate, and 0.19 as weak.

Table 7. R Square Value

Variable	R Square Value
Green Purchase Intention	0.466
Green Purchase Behavior	0.550

Source: The processed output results from SmartPLS 3

The R Square results can be interpreted as follows:

- With an R square value of 0.466, it can be concluded that environmental concern and green brand knowledge influence 46.6% of green purchase intention.

- With an R square of 0.550, it can be concluded that environmental awareness, green brand knowledge, and green purchase intention affect 55.0% of green purchase behavior.

b. Q Square Value (Q^2)

The Q2 measurement for predictive relevance is used to validate the model, which is most appropriate when applied when the endogenous latent variable has a reflective measurement model. The Q^2 result is considered to have strong predictive relevance when the value exceeds 0, signifying that the exogenous latent variable functions effectively as a predictor to estimate the endogenous construct (Rahadi, 2023).

$Q2 = 1 – (1 – R1^2) (1 – R2^2)$
$Q2 = 1 – (1 – 0,466) (1 – 0,550)$
$Q2 = 0,760$

The calculation of predictive relevance (Q2) yields a value of 0.760, as shown above. Based on the predictive relevance (Q^2) value exceeding 0 for the endogenous latent variable, it can be inferred that the exogenous latent variable performs effectively as a predictor of the endogenous construct, indicating that this model demonstrates strong predictive capability.

c. *Goodness of Fit Index* Test

Goodness of Fit Index (GoF) testing aims to evaluate the combined performance of the structural model (inner model) and measurement model (outer model), as described by Yahaya et al. (2019), with calculations carried out using the following method:

$GoF = \sqrt{AVE\ x\ R^2}$

$GoF = \sqrt{0,585x\ 0,508}$

GoF = 0,545

Description :

AVE = ave average = 0,585

R square = average r square = 0,508

With a Goodness of Fit Index (GoF) value of 0.545, which signifies that the combined performance of the measurement model (outer model) and the structural model (inner model) reaches a good standard, as a GoF greater than 0.25 falls within the moderate range.

d. Hypothesis Test

The t-test was used in this study to test the hypothesis, focusing on the effect of exogenous variables on endogenous variables and the impact between endogenous variables (Nurhalizah et al., 2024). Hypothesis testing is done by developing specific hypotheses about population parameters and then using sample statistics to assess the likelihood that the hypothesis is valid. Hypotheses are formed based on available information and the researcher's view of population parameters. Two contrasting hypotheses are developed in hypothesis testing: the null and the research hypotheses. This process involves selecting a random sample (or multiple samples if there is more than one comparison group), calculating summary statistics, and evaluating whether the sample data supports the research hypothesis or the alternative. To test the hypothesis that $\beta > 0$, a P value test is performed at a significance level of 0.05 (or 1-95%). The effect is considered significant if the p-value is lower than 0.05 (Rahadi, 2023). Using SmartPLS 3, the hypothesis test calculation is based on the Path Coefficient value, which shows the t-statistic of the relationship between variables. Hypothesis testing conditions are p-values <0.05. The following are the results obtained from the calculation process in the structural equation analysis.

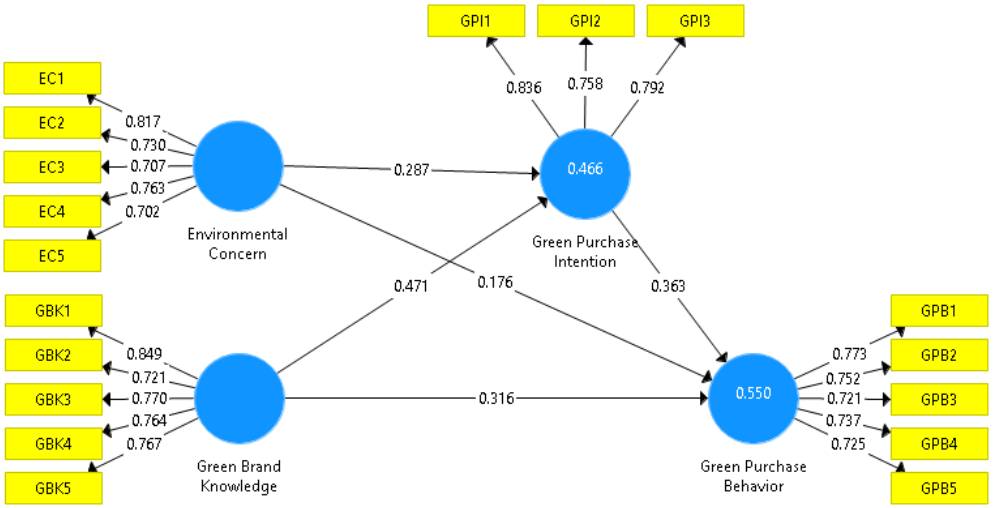

Figure 2. SEM Model

Based on the analysis conducted, a recapitulation of the SEM results can be presented as follows:

Table 8. *Path Coefficient* Value and *P-Values*

Variable	Original	T Statistics	P Values	Description
Direct Influence				
X1.EC → Y1.GPI	0.287	3.315	0.001	H1 accept
X2.GBK → Y1.GPI	0.471	5.604	0.000	H2 accept
X1.EC → Y2.GPB	0.176	2.350	0.019	H3 accept
X2.GBK → Y2.GPB	0.316	4.157	0.000	H4 accept
Y1.GPI → Y2.GPB	0.363	4.540	0.000	H5 accept
Indirect Effect				
X1.EC → Y1.GPI → Y2.GPB	0.104	2.897	0.004	H6 accept

X2.GBK → Y1.GPI → Y2.GPB	0.171	3.109	0.002	H7 accept

Source: The processed output results from SmartPLS 3

The following explanation of the hypothesis test results shows that a significant effect occurs if the significance value is smaller than 0.05. Based on these findings, it can be concluded that:

1. With a coefficient value of 0.287, environmental concern is shown to have a significant effect on green purchase intention, as evidenced by the p-values of 0.001, which is smaller than 0.05.
2. With a coefficient value of 0.471, green brand knowledge influences green purchase intention significantly, confirmed through p-values of 0.000, more diminutive than 0.05.
3. With a coefficient value of 0.176, environmental concern significantly influences green purchasing behavior, as confirmed by p-values of 0.019, more diminutive than 0.05.
4. With a coefficient value of 0.316, green brand knowledge significantly affects green purchasing behavior, as evidenced by p-values of 0.006, which is smaller than 0.05.
5. With a coefficient value of 0.363, green purchase intention is proven to have a significant effect on green purchase behavior, as evidenced by p-values of 0.000, more diminutive than 0.05.
6. With a coefficient value of 0.104, environmental concern has a significant effect on green purchasing behavior, which is influenced by green purchasing intention, and this is evidenced by p-values of 0.004 which is smaller than 0.05.
7. With a coefficient value of 0.171, green brand knowledge influences green purchasing behavior through green purchase intention, as evidenced by p-values of 0.002, which show a significance value smaller than 0.05.

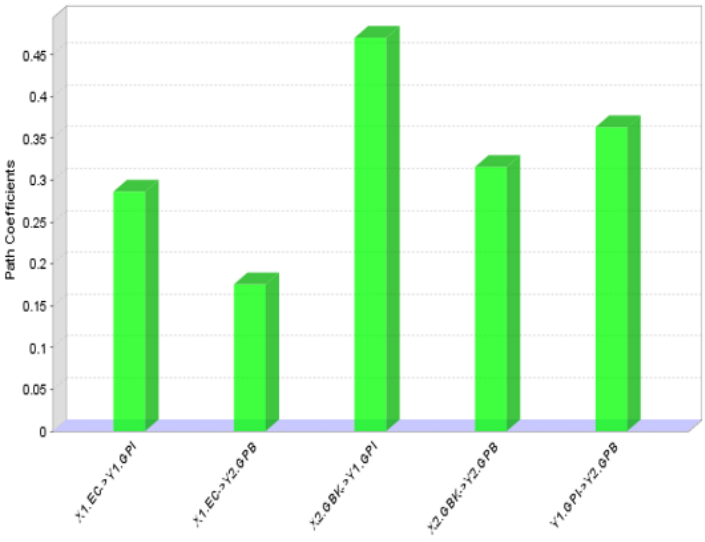

Figure 3. Path Coefficients Graphs

According to the research findings, perceived environmental concern and green brand knowledge directly influence green purchase intention and purchase behavior. Green purchase intention is a mediator that affects the relationship between ecological concerns.

Green brand knowledge, which involves green purchase behavior on reusable products among generation Z. Based on the calculation of R square, environmental concern and green brand knowledge contribute 46.6% to green purchase intention, while environmental concern, green brand knowledge, and green purchase intention as a whole affect 55.0% of green purchase behavior.

Environmental concern and green brand knowledge play an essential role in green purchase intention, indicating that among generation Z, these two factors motivate them to have a higher propensity to purchase green products, supported by (Rahmawati & Setyawati, 2023); (Vania & Ruslim, 2023). In Pontianak, where awareness of environmental issues is increasing, this finding is particularly relevant, given that concerns over environmental conditions, such as plastic waste management, are becoming an issue that is increasingly gaining public attention. Environmental concern also has a direct impact on green purchase behavior, consistent with research findings by Cahyasita et al. (2024) This study shows that environmental concerns significantly affect consumers' readiness to spend more on sustainable products. Ecological concern positively affects consumer intention to buy environmentally friendly goods. Consumers realize that they can solve environmental problems by purchasing ecologically pleasant goods.

In addition, green brand knowledge can also influence green purchase behavior, this finding is in line with Silintowe & Sukresna, (2022) which states that green knowledge can positively and significantly influence purchase behavior. In other words, consumers will buy environmentally friendly products when they know about the environment. This research is in line with Diyah Winarni, (2024), which states that green products positively and significantly influence green purchase intention. Better knowledge about a product's sustainability benefits can increase consumers' tendency to buy green products, especially among Generation Z in Pontianak, who are more concerned about reducing environmental impacts. This shows that green purchase intention can encourage consumers to buy sustainable products. On the other hand, this study shows that green purchase intention significantly influences green purchase behavior, which aligns with research. (Fontes et al., 2021); (Adelina & Hutabarat, 2023).

Within the framework of Generation Z, green purchase intention serves as an essential intermediary linking environmental concern and green purchase behavior; this finding aligns with research (Vania & Ruslim, 2023). Awareness and knowledge of environmental conditions can increase the desire to engage in environmentally friendly purchases driven by environmental awareness. In Pontianak, one of the cities with rapid urbanization growth, campaigns focusing on ecological awareness and reducing plastic waste can encourage the younger generation to be more concerned about the environment and more likely to choose environmentally friendly products. Green purchase intention has also become a significant mediator between green brand knowledge and green purchase behavior, such as research (Mohd Suki, 2016) This shows that green purchase intention bridges green brand knowledge and purchasing behavior. Green brand knowledge increases green purchase intention, which then drives purchasing behavior. In other words, the better consumers understand green

brands, the higher their intention to buy the product, ultimately leading to green purchase behavior.

Overall, the findings of this study suggest that marketing campaigns that emphasize education about sustainability and green brand knowledge can significantly influence green purchasing behavior among Generation Z in Pontianak. Therefore, sustainability-focused companies and organizations should strengthen their efforts in providing clear and easy-to-understand information on the positive impact of products on the environment and educating young consumers on the sustainable choices they can make in their daily lives.

CONCLUSION

The conclusion of this study shows that environmental concern and perceived green brand knowledge significantly influence green purchase intention and green purchase behavior in Generation Z towards reusable products in Pontianak. The higher the level of consumer concern for the environment and their understanding of reusable green brands, the stronger their intention to buy environmentally friendly products increases green purchase behavior. This study emphasizes the importance of green purchase intention as a mediator that strengthens the influence of environmental concern and green brand knowledge on green purchase behavior.

The findings are relevant for manufacturers and marketers aiming to enhance consumer understanding and interest in eco-friendly products. By developing educational marketing strategies highlighting the ecological advantages of green products, businesses can improve the attractiveness of their offerings to environmentally conscious consumers. From an economic perspective, the results of this study suggest that education about green products and increased consumer awareness of the importance of environmental responsibility can drive broader adoption of sustainable products, particularly among Generation Z. This also has the potential to strengthen the competitiveness of green products. Furthermore, it can potentially enhance the competitiveness of businesses committed to sustainable practices. As a suggestion for upcoming studies, it is advised to broaden the range of regions or generations examined to assess the consistency of these findings in different contexts. In addition, incorporating variables such as social or cultural influences would offer deeper insights into consumer behavior towards green products.

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