



The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Generation Y's Intention to Purchase Natural Skincare Products in Manado

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Article Info

Article history:

Received November 23, 2025

Revised November 23, 2025

Accepted November 24, 2025

Kata Kunci:

Sikap,
Norma Subjektif,
Generasi, Y
Produk Perawatan Kulit Alami,
Theory of Planned Behavior

Keywords:

Attitude,
Subjective Norm,
Generation Y,
Natural Skincare Products,
Theory of Planned Behavior

ABSTRAK

Penelitian ini menguji pengaruh faktor psikologis dan sosial terhadap niat Generasi Y untuk membeli produk perawatan kulit alami di Manado, Indonesia. Berlandaskan pada Theory of Planned Behavior (TPB), penelitian ini menganalisis bagaimana sikap, norma subjektif, dan kontrol perilaku yang dirasakan mempengaruhi niat beli. Desain penelitian kuantitatif diadopsi, dengan menggunakan kuesioner terstruktur yang dibagikan kepada 100 responden berusia 28-43 tahun, yang terdiri dari pengguna aktif dan calon pengguna produk perawatan kulit alami di Manado. Data dianalisis menggunakan regresi linier berganda melalui SPSS untuk menilai pengaruh setiap variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa sikap, norma subjektif, dan kontrol perilaku yang dirasakan masing-masing memiliki pengaruh positif terhadap niat beli Generasi Y, baik secara individu maupun kolektif. Sikap positif yang dibentuk oleh keyakinan akan manfaat kesehatan, keamanan, dan nilai etis dari perawatan kulit alami memperkuat niat beli. Norma subjektif juga secara positif membentuk niat beli, karena dorongan sosial dari keluarga, teman sebaya, dan influencer memotivasi individu untuk menyelaraskan perilaku mereka. Kontrol perilaku yang dirasakan meningkatkan niat beli melalui kemudahan akses, kesiapan finansial, dan kepercayaan diri dalam evaluasi produk. Temuan ini menyoroti dinamika psikologis dan sosial yang mendorong perilaku pembelian dan memberikan implikasi yang berharga bagi para pemasar yang ingin menyasar Generasi Y secara lebih efektif di segmen perawatan kulit alami.

ABSTRACT

This study examines the influence of psychological and social factors on Generation Y's intention to purchase natural skincare products in Manado, Indonesia. Anchored in the Theory of Planned Behavior (TPB), the research analyzes how attitude, subjective norm, and perceived behavioral control influence purchase intention. A quantitative research design was adopted, utilizing a structured questionnaire distributed to 100 respondents aged 28–43 years, comprising both active users and potential adopters of natural skincare products in Manado. Data were analyzed using multiple linear regression through SPSS to assess the influence of each independent variable on the dependent variable. The results indicate that attitude, subjective norm, and perceived behavioral control each have a positive impact on Generation Y's purchase intention, both independently and jointly. A positive attitude shaped by beliefs in the health benefits, safety, and ethical value of natural skincare strengthens the intention to buy. Subjective norms also positively shape purchase intention, as social encouragement from family, peers, and influencers motivates individuals to align their behavior with these influences. Perceived behavioral control enhances purchase intention by

influencing ease of access, financial readiness, and self-confidence during product evaluation. These findings highlight both the psychological and social dynamics driving purchasing behavior and provide valuable implications for marketers seeking to target Generation Y more effectively in the natural skincare segment.

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1. INTRODUCTION

In recent years, the global skincare industry has undergone a significant shift, moving from a focus on cosmetic enhancement toward greater emphasis on health consciousness, environmental sustainability, and ethical consumer values. This transformation has contributed to increasing preference for natural skincare products formulated with plant-based, eco-friendly, and non-toxic ingredients. According to the Natural Skin Care Products Market Report by Grand View Research [1], global demand for natural skincare continues to rise, supported by growing consumer interest in safe and sustainable beauty products across categories such as facial creams, lotions, and sunscreens.

A similar development can be observed in Indonesia, where demand for natural skincare products has remained strong. Data from Statista [2] indicates a steady increase in consumer interest, reflecting a broader national trend toward clean and conscious beauty practices. As natural skincare becomes increasingly integrated into daily routines, Indonesia offers an important context for exploring the factors that shape consumer purchase intentions in this market segment.

Generation Y represents a particularly influential group driving the demand for natural skincare. Based on data from the 2020 Population Census by Badan Pusat Statistik (BPS) [3], Millennials constitute one of the largest demographic segments in Indonesia, giving them substantial influence as consumers. Akbar and Gunawijaya [4] describe Millennials as digitally engaged, socially aware, and increasingly oriented toward environmentally responsible lifestyles characteristics that align closely with the values associated with natural skincare. Their purchasing decisions are shaped by personal beliefs, peer influence, exposure to digital content, and perceptions of brand authenticity.

Despite the rising popularity of natural skincare in Indonesia, research specifically investigating the psychological and social determinants of purchase intention among Generation Y remains limited. Existing studies tend to focus on broader demographics or major metropolitan areas, leaving a gap in empirical research within emerging cities such as Manado, where cultural and regional dynamics may create distinct consumer behaviors.

To address this gap, the present study adopts the Theory of Planned Behavior proposed by Ajzen [5] to analyze how attitude, subjective norm, and perceived behavioral control influence Generation Y's intention to purchase natural skincare products in Manado. The findings are expected to generate deeper insights into the behavioral mechanisms that encourage sustainable consumer practices and provide meaningful implications for businesses operating in the natural skincare industry.

2. METHOD

2.1 Research Approach

The study employs a quantitative research approach, making use of statistical techniques to systematically manage and analyze the collected data. Quantitative research emphasizes structured procedures for gathering and interpreting numerical information to address scientific questions. Its primary goal is to use numerical indicators and statistical evaluation to describe variables, identify relationships among them, and develop a measurable understanding of a particular phenomenon [6].

2.2 Population and Sample Size

The study population consists of individuals from Generation Y residing in the city of Manado. The exact size of this population is unknown; therefore, a *purposive sampling* technique was used in determining the sample. This method enables the researcher to select respondents who meet specific characteristics relevant to the study's objectives. A total of 100 respondents were selected based on predetermined criteria to ensure that the sample accurately represents the target group within the study area.

The following are the criteria for selecting respondents in this research:

- a. 28–43 years old (Generation Y). This age range encompasses individuals classified as Generation Y and is relevant to the study's focus.
- b. Domiciled in Manado (based on KTP). Limiting respondents to residents officially registered in Manado ensures the study reflects local consumer behavior and purchasing patterns.
- c. Active or potential users of natural skincare products. Including both active and potential users provides broader insights into purchase intention and captures varying levels of familiarity and engagement with natural skincare products.
- d. Male and Female respondents. Both genders are included to obtain a representative demographic distribution.
- e. Various income levels. Respondents may belong to lower-middle, middle, upper-middle, high, or very high-income groups, reflecting diverse economic backgrounds.

2.3 Data Collection Method

The primary data for this research were collected by distributing questionnaires to individuals who met the predetermined respondent criteria. The questionnaires were administered online using Google Forms to ensure efficient and accessible data collection. This study focused on Generation Y males and females aged 28 to 43 years who reside in Manado. The use of an online questionnaire enabled the researcher to obtain complete responses quickly while maintaining convenience for participants.

3. RESULT AND DISCUSSION

3.1. Result

3.1.1. Validity and Reliability Test

Table 1. Validity Test Result

Variable	Question	R Count	R Table	Annotation
Attitude (X_1)	$x_{1.1}$	0.852	0.195	Valid
	$x_{1.2}$	0.837	0.195	Valid
	$x_{1.3}$	0.831	0.195	Valid
	$x_{1.4}$	0.853	0.195	Valid
Subjective Norm (X_2)	$x_{2.1}$	0.834	0.195	Valid
	$x_{2.2}$	0.800	0.195	Valid
	$x_{2.3}$	0.857	0.195	Valid
	$x_{2.4}$	0.870	0.195	Valid
	$x_{3.1}$	0.862	0.195	Valid
	$x_{3.2}$	0.859	0.195	Valid
	$x_{3.3}$	0.840	0.195	Valid

Variable	Question	R Count	R Table	Annotation
Perceived Behavioral Control (X_3)	$x_{3.4}$	0.857	0.195	Valid
Purchase Intention (Y)	y_1	0.852	0.195	Valid
	y_2	0.861	0.195	Valid
	y_3	0.849	0.195	Valid
	y_4	0.837	0.195	Valid

Source: Data Processed from SPSS, 2024

In this research, the number of data points used for the Validity test is 100 respondents. Based on Table 1, the results of the validity test show that all indicator items have Pearson correlation (r-count) values greater than the r-table value of 0.195. Therefore, all questionnaire items used in this study are declared valid.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Critical Value	Annotation
Attitude (X_1)	0.896	> 0.6	Reliable
Subjective Norm (X_2)	0.894	> 0.6	Reliable
Perceived Behavioral Control (X_3)	0.898	> 0.6	Reliable
Purchase Intention (Y)	0.897	> 0.6	Reliable

Source: Data Processed from SPSS, 2024

According to the data analysis in Table 2, it is evident that each statement within every research variable has a Cronbach's Alpha value exceeding the required threshold of > 0.6. This indicates that all variables are reliable and consistently measure their respective constructs in this study.

3.1.2 Classical Assumption Test

1. Normality Test

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.17119440	
Most Extreme Differences	Absolute	.061	
	Positive	.058	
	Negative	-.061	
Test Statistic		.061	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^c	Sig.	.483	
	99% Confidence Interval	Lower Bound	.470
		Upper Bound	.495

Source: Data Processed from SPSS, 2024

According to Table 3, the significance value of the test is 0.200. Since this value exceeds the threshold of 0.05 (5%), the data is considered to be normally distributed.

2. Heteroscedasticity Test

Table 4. Heteroscedasticity Park Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.785	1.708		.460	.647
	Attitude	-.189	.196	-.278	-.963	.338
	Subjective Norm	-.240	.175	-.359	-1.376	.172
	Perceived Behavioral Control	.350	.206	.532	1.698	.093

Source: Data Processed from SPSS, 2024

This research utilized the Park Test to assess the significance of the coefficients. Based on Table 4, the heteroscedasticity test results show that the significance values for Attitude, Subjective Norm, and Perceived Behavioral Control are 0.338, 0.172, and 0.093, respectively. Since all significance values exceed 0.05, the model does not exhibit heteroscedasticity. This indicates that the residuals are homoscedastic, and therefore the regression model satisfies the assumption of homoscedasticity.

3. Multicollinearity Test

Table 5. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	Attitude	.120	8.352
	Subjective Norm	.147	6.823
	Perceived Behavioral Control	.102	9.832

Source: Data Processed from SPSS, 2024

Based on Table 5, the VIF values for each variable are below 10, indicating that there is no indication of problematic multicollinearity in this model.

3.1.3 Multiple Linear Regression

The multiple linear regression equation model obtained is as follows:

$$Y = -0.114 + 0.247 X_1 + 0.341X_2 + 0.412X_3 + e$$

The interpretation of this equation as shown below:

1. The constant value of -0.114 means that if the variable Attitude (X_1), Subjective Norm (X_2), Perceived Behavioral Control (X_3) is all equal to 0, then the value of Purchase Intention (Y) is -0.114.
2. Attitude (X_1) coefficient value of 0.247 means that if there is one unit increase in Attitude (X_1) then the Purchase Intention (Y) will increase by 0.247.
3. Subjective Norm (X_2) coefficient value of 0.341 means that if there is one unit increase in Subjective Norm (X_2) then the Purchase Intention (Y) will increase by 0.341.
4. Perceived Behavioral Control (X_3) coefficient value of 0.412 means that if there is one unit increase in Perceived Behavioral Control (X_3) then the Purchase Intention (Y) will increase by 0.412.

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-.114	.874	
	Attitude (X1)	.247	.100	.236
	Subjective Norm ((X2)	.341	.089	.331
	Perceived Behavioral Control (X3)	.412	.105	.406

Source: Data Processed from SPSS, 2024

3.1.4 Hypothesis Testing

1. Simultaneously Hypothesis Testing (F-Test)

Table 7. Simultaneously Hypothesis Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1151.242	3	383.747	271.284	<.001 ^b
	Residual	135.798	96	1.415		
	Total	1287.040	99			

Source: Data Processed from SPSS, 2024

Based on Table 7, the F-test results show that the calculated F-value of 271.284 is substantially higher than the F-table value of 2.70. The significance value is < 0.001, which is below the 0.05 threshold. Therefore, H₀ is rejected and H_a is accepted. This indicates that the independent variables Attitude (X1), Subjective Norm (X2), and Perceived Behavioral Control (X3) simultaneously have a positive and significant influence on the dependent variable, Purchase Intention (Y).

2. Partial Hypothesis Testing (T-Test)

Table 8. Partial Hypothesis Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.114	.874		-.130	.897
	Attitude	.247	.100	.236	2.462	.016
	Subjective Norm	.341	.089	.331	3.818	<.001
	Perceived Behavioral Control	.412	.105	.406	3.909	<.001

Source: Data Processed from SPSS, 2024

Based on the results of data processing in Table 8, the partial test results are obtained as follows:

- The results show that Attitude (X₁) has a positive influence on Purchase Intention (Y). The t-value for Attitude is 2.462, which is higher than the t-table value of 1.985, and the significance level is 0.016, which is below 0.05. Therefore, the hypothesis H₁, “Attitude (X₁) influences Purchase Intention (Y) partially,” is accepted.
- Subjective Norm (X₂) also has a positive influence on Purchase Intention (Y). This is supported by a t-value of 3.818, which exceeds the t-table value of 1.985, and a significance level of less than 0.001. Thus, the hypothesis H₂, “Subjective Norm (X₂) influences Purchase Intention (Y) partially,” is accepted.
- Perceived Behavioral Control (X₃) exhibits a positive influence on Purchase Intention (Y). The t-value for this variable is 3.909, which surpasses the t-table value of 1.985, and the significance level

is less than 0.001. As a result, the hypothesis H₃, “Perceived Behavioral Control (X₃) influences Purchase Intention (Y) partially,” is accepted.

3.2 Discussion

3.2.1 The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Intention for Natural Skincare Products Simultaneously

The findings show that Attitude, Subjective Norm, and Perceived Behavioral Control collectively influence Generation Y’s intention to purchase natural skincare products in Manado. This demonstrates that purchase intention is shaped not by a single factor but by the combined effect of psychological and social determinants. The results align with the Theory of Planned Behavior (TPB) proposed by Ajzen [5], which states that behavioral intention is formed through the interaction of personal evaluations (attitude), perceived social expectations (subjective norm), and perceived control over performing the behavior (PBC). Together, these components create a comprehensive framework for understanding how individuals form intentions and make consumption decisions. The TPB framework is reflected clearly in this study’s findings. A positive attitude toward natural skincare driven by beliefs about safety, health benefits, and environmental value strengthens consumers' willingness to purchase. Subjective Norm further reinforces this intention by situating the purchasing decision within a social context, where recommendations from family, peers, and online influencers shape perceptions of what is acceptable or encouraged. Meanwhile, Perceived Behavioral Control functions as the practical dimension of decision-making, determining whether consumers feel capable of purchasing. When consumers believe they have access to the products, the financial means to buy them, and confidence in evaluating product choices, their purchase intention becomes stronger.

The results of this study are consistent with the findings of Kassim, Arokiasamy, and Ping [7] on the intention to purchase safer cars in Indonesia, where Attitude, Subjective Norm, and PBC were also found to simultaneously influence consumer decision-making. Similar to their findings, this study confirms that intention is shaped by the interplay of affective evaluations, social pressures, and perceived personal capability. This reinforces the idea that purchase intention in different product categories, whether natural skincare or automobiles, is guided by the synergetic influence of the TPB components. Overall, the interaction of Attitude, Subjective Norm, and Perceived Behavioral Control highlights the multifaceted nature of consumer behavior among Generation Y in Manado. When positive personal beliefs, social encouragement, and perceived ease of purchasing align, the likelihood of forming a strong purchase intention increases significantly. These results indicate that marketers must address all three dimensions simultaneously to effectively influence consumer intention in the natural skincare industry.

3.2.2 The Influence of Attitude on Purchase Intention for Natural Skincare Products

The findings of this study show that Attitude has a significant and positive influence on Generation Y’s intention to purchase natural skincare products in Manado. This is consistent with the Theory of Planned Behavior, which states that individuals who hold favorable evaluations of a behavior are more likely to engage in it, as explained by Ajzen [5]. In this context, respondents expressed strong positive perceptions of natural skincare, viewing these products as safe, beneficial, and aligned with personal values related to health and environmental awareness.

Previous studies also emphasize the central role of Attitude in shaping purchase intention. Lim, Yeo, and Lee [8] found that Generation Y consumers in Malaysia are inclined toward natural skincare because of rising consciousness about wellness, sustainability, and the desire to avoid harmful synthetic ingredients. This supports the idea that consumers who believe a product is beneficial, healthy, and trustworthy tend to form stronger purchasing intentions.

Among Generation Y in Manado, Attitude appears to play an especially important role due to their lifestyle and consumption patterns. This demographic values authenticity, product efficacy, and environmentally responsible choices. When natural skincare products align with these preferences, individuals are more willing to integrate them into their routines. Their positive attitude is further reinforced by social trends, exposure to product information through digital media, and the cultural shift toward healthier skincare habits.

Overall, these findings highlight that positive attitudes toward natural skincare particularly beliefs regarding safety, health advantages, and environmental friendliness significantly shape purchase intention among Generation Y. This underscores the importance for marketers to emphasize product attributes that reinforce positive consumer beliefs, as strengthening Attitude can effectively increase the likelihood of purchasing natural skincare products.

3.2.3 The Influence of Subjective Norms on Purchase Intention for Natural Skincare Products

The findings of this study show that Subjective Norm has a positive and significant influence on Generation Y's intention to purchase natural skincare products in Manado. According to the Theory of Planned Behavior, Subjective Norm refers to the perceived social pressure individuals experience when deciding whether to perform a particular behavior, as explained by Ajzen [5]. The results indicate that Generation Y consumers consider the expectations and recommendations of important social groups such as family members, friends, and peers when evaluating their intention to purchase natural skincare products.

The role of Subjective Norm in shaping behavioral intention has been supported by numerous studies. Park and Kim [9], in their research on participation intention among Korean fencing club members, found that social influence from family, peers, and authority figures significantly encouraged individuals to engage in the activity. This underscores that perceived approval from significant others can strengthen intention across various behavioral contexts. Similarly, in the context of natural skincare, Generation Y in Manado is influenced by social interactions and the opinions of trusted individuals. When people within their social circle express positive views about natural skincare products whether related to health benefits, environmental values, or lifestyle alignment it reinforces their intention to make a purchase.

The influence of digital platforms can also strengthen the effect of Subjective Norm. Social media, beauty influencers, and online reviews have become essential sources of information for Generation Y, especially because this demographic is highly active on digital platforms. Exposure to endorsements, product demonstrations, and user testimonials further validates their purchase intentions and aligns with TPB's assertion that social expectations both offline and online can strongly motivate behavior.

Overall, the positive influence of Subjective Norm on purchase intention highlights the importance of social context in Generation Y's decision-making. Consumers in this demographic often seek social reassurance and align their choices with prevailing trends endorsed by friends, family, and online communities. These findings suggest that marketing strategies emphasizing social influence such as influencer marketing, user-generated content, and customer testimonials can effectively strengthen the intention to purchase natural skincare products among Generation Y in Manado.

3.2.4 The Influence of Perceived Behavioral Control on Purchase Intention for Natural Skincare Products

The findings of this study show that Perceived Behavioral Control (PBC) has a positive and significant influence on Generation Y's intention to purchase natural skincare products in Manado. Within the Theory of Planned Behavior, Perceived Behavioral Control (PBC) reflects an individual's perception of their capability to perform a specific behavior, as explained by Ajzen [5]. In this study,

respondents who believed they had adequate financial resources, product knowledge, and control over the purchasing process demonstrated stronger purchase intentions.

The importance of PBC in shaping purchase intention is supported by prior research. Göncz and Tian [10], who applied an extended TPB model in the context of green personal care products, found that PBC significantly predicted consumers' intention to purchase environmentally friendly items. Their findings emphasize that when consumers feel confident in their ability to access, evaluate, and afford such products, their intention to purchase increases. Similar to their study, the present findings reveal that PBC exerts a strong influence on Generation Y's decision-making in Manado, particularly when consumers feel financially capable and perceive easy access to natural skincare products. Hsu, Chang, and Yansritakul [11] also identified Perceived Behavioral Control (PBC) as a key determinant in the purchase of green skincare, demonstrating that individuals who feel they have sufficient informational and financial resources tend to show higher certainty in their purchase decisions. This aligns with the behavior of Generation Y in Manado, who frequently rely on digital platforms to compare products, read user reviews, and gather information before making a purchase. The availability of online information enhances their sense of control and confidence, reinforcing their purchase intentions.

For Generation Y consumers in Manado, Perceived Behavioral Control (PBC) is a critical factor in shaping natural skincare purchasing behavior. Their perceived ability to obtain reliable product information, assess affordability, and purchase products conveniently contributes significantly to their intention to buy. These findings highlight the importance of consumer empowerment in the purchasing process and provide valuable insights for businesses seeking to target this demographic. Ensuring product accessibility, transparent information, and supportive purchasing environments can effectively strengthen consumer confidence and encourage the adoption of natural skincare products.

4. CONCLUSION

Based on the findings derived from data analysis alongside a comprehensive discussion, the research ultimately reaches the following conclusions:

1. The results of this study indicate that Attitude, Subjective Norm, and Perceived Behavioral Control can simultaneously have a positive influence on Generation Y's intention to purchase natural skincare products. When individuals hold a positive attitude, receive social encouragement, and perceive ease in purchasing, they are more likely to develop a strong purchase intention.
2. The results of this study indicate that Attitude has a positive influence on Generation Y's intention to purchase natural skincare products. This suggests that individuals with a positive perception of natural skincare products, such as viewing them as healthier, safer, and ethically superior, are more inclined to make a purchase. Their beliefs regarding ingredient transparency and long-term benefits play a crucial role in shaping purchase intention.
3. The results of this study indicate that Subjective Norm has a positive influence on Generation Y's intention to purchase natural skincare products. The influence of peers, family, and social media influencers strongly affects purchase intention. When individuals perceive that people important to them approve of natural skincare, they are more likely to align their choices accordingly. The role of social circles and media endorsements highlights the power of external social influences in shaping consumer behavior.
4. The results of this study indicate that Perceived Behavioral Control has a positive influence on Generation Y's purchase intention for natural skincare products. Factors such as the ease of access to natural skincare products, financial capability, and confidence in making informed choices contribute to their purchasing decision. When individuals feel that they have sufficient resources and knowledge to select natural skincare products, their intention to buy increases.

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