



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 3 (2025) pp: 4134-4143

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Green Purchase Intention: The Impact of Religiosity and Environmental Literacy Mediated by Pro-Environmental Identity

Annisa Nurhaliza Anggraeni, Muhammad Sabandi

Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret

anurhaliza06@gmail.com, muhsabandi@staff.uns.ac.id

Abstract

This study aims to examine the influence of religiosity and environmental literacy on green purchase intention among university students, as well as the mediating role of pro-environmental identity. The type of research used is descriptive quantitative. The study applies quantitative analysis with the assistance of SmartPLS 4.0. The population in this research includes all university students in Surakarta. The sample consisted of 150 students, selected using purposive sampling. Data were collected through an online questionnaire distributed via Google Forms to predetermined respondents. The data analysis techniques used include multiple regression analysis, mediation test, t-test, and coefficient of determination (R^2). The results of the study are as follows: (1) Religiosity and environmental literacy have a positive and significant effect on green purchase intention. (2) Pro-environmental identity has a positive and significant effect on green purchase intention. (3) Religiosity and environmental literacy have a positive and significant effect on pro-environmental identity. (4) Pro-environmental identity acts as a mediating variable between religiosity and environmental literacy on students' green purchase intention.

Keywords: Religiosity, Environmental Literacy, Green Purchase Intention

1. Introduction

Global environmental issues such as pollution, climate change, and the exploitation of natural resources represent critical challenges to the sustainability of the planet. According to the 2024 Environmental Performance Index (EPI), Indonesia scored only 33.8 out of 100, ranking 164th out of 180 countries, with significant shortcomings in waste management, air quality, and carbon emissions. This condition indicates a low level of public environmental awareness, reflected in unsustainable consumption patterns and the high volume of national waste, reaching 34.2 million tons annually (SIPSN, 2024).

According to Maski Annisa & Purbo Jadmiko (2023), the potential for environmental degradation has encouraged businesses and the general public to adopt environmentally conscious products. Consumers believe that supporting eco-oriented brands through their purchase decisions can incentivize industries to implement changes in product design, packaging, or marketing strategies. This trend is evident in the growing demand for eco-friendly or green products.

Green purchase intention reflects the consumer's motivation to support sustainability practices through their purchasing decisions. This intention goes beyond personal choice and forms part of a broader social responsibility. Such motivation is particularly relevant in Indonesia—a populous and geographically vast country (Setiabudi et al., 2022)—known for its rich cultural and spiritual values, with its diverse ethnicities, religions, and languages. From the ancient kingdoms to the modern era, Indonesia has long been a place where multiple religions flourish. Currently, the six official religions—Islam, Protestantism, Catholicism, Hinduism, Buddhism, and Confucianism—are constitutionally recognized, alongside respect for traditional beliefs (Hana et al., 2023). This religious diversity positions religiosity as a potential determinant in consumer decision-making, especially in the context of eco-friendly products.

Another significant factor is environmental literacy, which includes knowledge, awareness, and the skills required to make sustainable decisions (Naz et al., 2020). However, prior studies have shown inconsistent results; these factors often exert indirect influence, mediated by psychological variables such as pro-environmental identity

(Whitmarsh & O'Neill, 2010). This identity reflects the extent to which individuals internalize environmental values as part of their self-concept, reinforcing consistency between attitudes and consumption behavior.

Wang et al., (2020) found that religiosity significantly influences consumer preferences for green products when mediated by attitude. Similarly, Muñoz-García and Villena-Martínez (2020) highlighted that religious teachings promote ethical responsibility towards the environment, which is reflected in green purchase intention. However, Wijekoon & Sabri (2021) argued that religiosity, although often cited as a value-based factor, does not consistently have a direct impact on green purchase intention unless mediated by environmental awareness. These findings underline the inconsistencies in the literature regarding the influence of religiosity on green purchase intention.

According to Lee & Hung, (2024), environmental education and knowledge are significant predictors of green purchase intention. However, their model did not incorporate religious values concurrently. Furthermore, Whitmarsh and O'Neill (2010) emphasized pro-environmental identity as a strong and consistent predictor of environmentally friendly behavior. Nonetheless, few studies have integrated religiosity, environmental literacy, and pro-environmental identity into a single theoretical model to explain green purchase intention.

This research is grounded in the Theory of Planned Behavior (TPB), developed by Ajzen (1991), which is widely used to understand intentions and behaviors. TPB posits that an individual's intention to perform a behavior—such as green purchase intention—is shaped by three primary predictors: (1) attitude toward the behavior (positive or negative evaluation), (2) subjective norm (perceived social pressure to perform or not perform the behavior), and (3) perceived behavioral control (perceived ease or difficulty of performing the behavior). While TPB has proven effective in predicting a variety of behaviors, it also allows for the inclusion of external variables that can influence the core components, making it suitable for integrating religiosity, environmental literacy, and pro-environmental identity in the context of purchase intention.

In this study, religiosity is conceptualized as a subjective norm, reflecting the moral and ethical values derived from religious teachings. Environmental literacy is mapped onto perceived behavioral control, as it encompasses individuals' knowledge and skills for making sustainable decisions. The second objective of this study is to examine the mediating role of pro-environmental identity in the relationship between religiosity and environmental literacy with green purchase intention. This variable is crucial, as it may bridge the gap between attitudes and sustainable consumption behaviors and explain the inconsistent results found in previous studies. Beyond its theoretical contributions to TPB development, this research also provides practical implications for university policymakers to design programs that enhance environmental literacy and strengthen students' religious values—ultimately encouraging more environmentally conscious consumer behavior.

This article is structured into four main sections. The first section reviews relevant literature on religiosity, environmental literacy, pro-environmental identity, and green purchase intention. The second section outlines the research methodology and analytical techniques. The third section presents and interprets the study's findings. Finally, the article concludes with a discussion of theoretical and managerial implications and offers suggestions for future research.

2. Literature Review

2.1. Religiosity

According to Saroglou (2011), religiosity refers to an individual's connection to a religion and the extent to which they apply their faith in everyday life. El-gohary & El-gohary (2024) further clarify that religiosity differs from religion itself, as it focuses more on personal religious experiences, beliefs, and rituals. The formation of religiosity is considered significant because it can cognitively influence consumer purchasing decisions. Shah Alam et al., (2011) even suggest that religiosity can be integrated into marketing strategies due to its substantial impact on consumer behavior. In the context of purchasing behavior, religiosity is associated with how religious moral standards influence—or even dictate—consumer choices, as well as how individuals align their consumption decisions with their religious beliefs (Singhapakdi et al., 2013). This includes the level of faith in God and an individual's commitment to follow divine teachings. As a multidimensional construct, religiosity encompasses belief, practice, knowledge, experience, and how these elements are manifested in everyday behavior.

2.2. Environmental Literacy

Environmental literacy, according to Morrone et al., (2001), refers to the mastery of environmental concepts accompanied by a deep awareness of the importance of the natural environment. Individuals with a high level of

environmental literacy are capable of connecting diverse concepts through critical thinking to solve problems, while also making informed and responsible decisions when addressing environmental issues. At its core, environmental literacy encompasses awareness, sensitivity, and concern for the environment and its various challenges, along with the cognitive, psychomotor, and affective abilities necessary to identify solutions and prevent the emergence of future environmental problems (McBride et al., 2013). Tomás et al., (2022) further emphasize that environmental literacy is the individual's ability to understand and interpret environmental conditions. This understanding enables individuals to make appropriate decisions to protect, restore, and improve the environment.

2.3. Green Purchase Intention

Perceived green purchase intention according to Ali and Ahmad (2012) is defined as the tendency and interest of environmentally conscious consumers to choose eco-friendly products over conventional alternatives, whose production processes often disregard environmental impacts. In line with this, Rizwan et al., (2013) observed a growing societal trend toward using products that are less harmful to the environment. In fact, many consumers are even willing to pay a premium for such products that have minimal environmental consequences. Chen et al., (2015) define green purchase intention as the likelihood that a consumer will purchase a particular product based on environmental considerations. This study adopts a broad definition of green products, referring to goods that are produced and consumed in environmentally friendly, sustainable, and ethical ways. Referring to Joshi et al., (2015), green products encompass a wide range of categories, including organic food, energy-efficient appliances, and eco-friendly household items. Therefore, in this study, green purchase intention refers to students' intention to purchase a variety of environmentally friendly products across multiple categories. This broad conceptualization is intended to capture a more comprehensive view of green consumption behavior, rather than being limited to a specific product type.

2.4. Pro-Environmental Identity

Pro-environmental identity refers to the extent to which individuals perceive themselves as part of the natural environment and feel both emotionally and cognitively connected to nature. This concept has been explored in various international studies, notably by Clayton, (2003) in *Identity and the Natural Environment: The Psychological Significance of Nature*, where environmental identity is described as the degree to which individuals incorporate the natural environment into their self-concept. Pro-environmental behavior includes conscious efforts to minimize negative impacts on the environment and to adopt more sustainable practices (Fennell & de Grosbois, 2024); Peng et al., 2023). These behaviors may include conserving energy and water, reducing waste, and using sustainable modes of transportation (Dorigoni & Bonini, 2023). According to Capasso et al., (2025), pro-environmental identity reflects the extent to which individuals see themselves as environmentally responsible actors and integrate ecological values into their self-identity. Supporting this, the study by Grębosz-Krawczyk et al., (2021) found that individuals with a strong pro-environmental identity are more likely to exhibit higher intentions to purchase green energy or other environmentally friendly products.

Hypothesis Development

Religiosity, Environmental Literacy and Green Purchase Intention

This study is aligned with the findings of Arli & Tjiptono, (2017), who reported that religiosity has a significant positive influence on green purchase intention among both Muslim and Christian consumers in Indonesia. Their study found that consumers who regarded religion as a central aspect of their lives tended to exhibit a stronger pro-environmental identity and more positive attitudes toward sustainability issues. Further support for this hypothesis is provided by Law et al., (2023) in the *Journal of Cleaner and Responsible Consumption*, which demonstrated that environmental literacy exerts a direct and significant effect on pro-environmental behavioral intentions. Individuals with higher environmental literacy were more likely to engage in environmentally responsible consumption. Based on these prior findings, the current research proposes the following hypotheses:

H1a: Religiosity positively and significantly green purchase intention among university students.

H1b: Environmental literacy positively and significantly green purchase intention among university students.

Pro-Environmental Identity and Green Purchase Intention

The studies conducted by Law et al. (2023) and Arli et al. (2017), which serve as key references for this research, emphasize the important role of pro-environmental identity as a direct predictor of pro-environmental behavior, including the intention to engage in sustainable consumption. Their research, conducted among university students in Hong Kong, revealed that the stronger an individual's pro-environmental identity, the greater their tendency to exhibit environmentally friendly behaviors, such as green purchase intention. Pro-environmental identity acts as a

psychological anchor that motivates individuals to behave consistently with the environmental values they hold. Supporting this, Grębosz-Krawczyk et al. (2021) found that pro-environmental self-identity significantly influences green purchase intention. Their study revealed that this identity affects purchase intention through both social and emotional consumption values. Similarly, Whitmarsh and O'Neill (2010), in the *Journal of Environmental Psychology*, demonstrated that pro-environmental identity plays a crucial role in maintaining behavioral consistency in environmentally friendly actions, including the intention to purchase green products. Based on these findings, the following hypothesis is proposed:

H2: Pro-environmental identity positively and significantly green purchase intention among university students.

Religiosity, Environmental Literacy and Pro-Environmental Identity

Arli and Tjiptono (2017) demonstrated that religiosity has a significant influence on green behavior, specifically on pro-environmental identity. Additionally, a study by Milfont & Schultz, (2016), published in *Religions*, highlighted the role of religious identity in promoting public pro-environmental behavior. These findings suggest that religiosity can strengthen positive attitudes toward environmental issues and subjective norms through the reinforcement of moral and social values. Law et al. (2023) explicitly stated that environmental literacy has a direct and significant influence on pro-environmental identity. Environmental literacy encompasses individuals' understanding, skills, and attitudes toward environmental issues, enabling them to make responsible decisions concerning environmental preservation. Individuals with a high level of environmental literacy tend to develop a stronger pro-environmental identity, reflecting their commitment to sustainability and environmental stewardship. Based on this evidence, the following hypotheses are proposed:

H3a: Religiosity positively and significantly pro-environmental identity among university students.

H3b: Environmental literacy positively and significantly pro-environmental identity among university students.

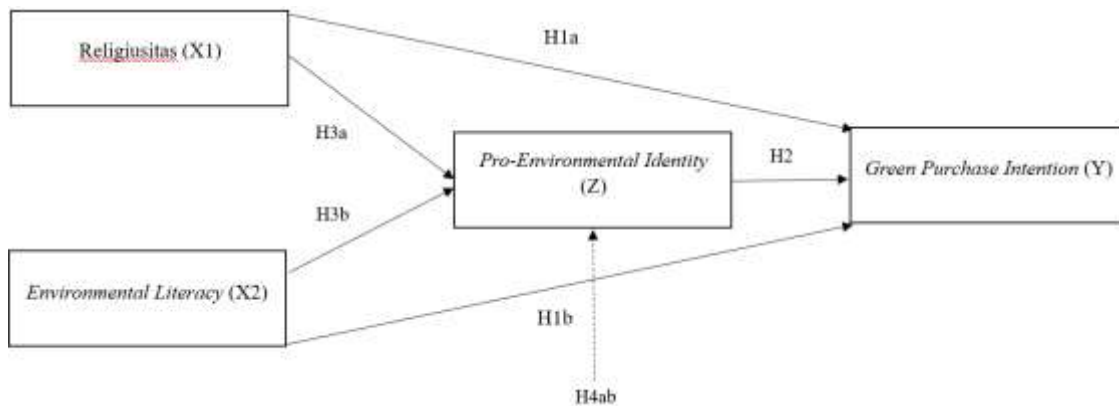
Mediation of the Influence of Religiosity and Environmental Literacy on Green Purchase Intention

Religiosity is believed to influence the development of pro-environmental identity. Religions that emphasize moral responsibility toward God's creation can strengthen an individual's perception that environmental stewardship is a part of their faith. When such values are internalized, they shape one's identity as an environmentally conscious individual. This is consistent with the findings of Arli et al., (2017), who reported that the spiritual aspects of religiosity significantly contribute to the formation of ecological identity and encourage pro-environmental behavior among university students. Meanwhile, environmental literacy is also believed to affect green purchase intention not only directly, but also indirectly through the formation of pro-environmental identity. Individuals with strong knowledge and understanding of environmental issues tend to feel a greater sense of responsibility and personal involvement in environmental conservation efforts. According to Law et al. (2023), pro-environmental identity explicitly functions as a mediating variable that explains the relationship between environmental literacy and pro-environmental behaviors, including behavioral intentions. They found that individuals with high levels of environmental knowledge are more likely to internalize this knowledge as part of their identity, and this identity, in turn, drives their behavioral intentions, such as green consumption. This view is also supported by Koistinen & Järvinen, (2009). Based on this theoretical rationale and empirical evidence, the following hypotheses are proposed:

H4a: Pro-environmental identity mediates the relationship between religiosity and green purchase intention among university students.

H4b: Pro-environmental identity mediates the relationship between environmental literacy and green purchase intention among university students.

Figure 1. Framework of Thinking and Hypothesis Development



3. Research Methodology

This study employed a quantitative approach using a survey method to examine the influence of religiosity and environmental literacy on green purchase intention, with pro-environmental identity serving as a mediating variable. The research subjects were university students in Surakarta, selected through purposive sampling based on specific inclusion criteria. The sample size was determined using the formula proposed by Hair et al. (2019), which recommends a minimum of 10 respondents per indicator. Based on this guideline, a total of 150 valid responses were obtained from 234 distributed questionnaires. Data were collected using a structured questionnaire distributed via Google Forms. The instrument employed a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). The measurement items were adapted from established scales: religiosity from Saroglou (2011), environmental literacy from Hollweg et al. (2011), pro-environmental identity from Clayton (2003), and green purchase intention from Chen & Chang (2015) and Lee (2017).

Measurement of variables in this study using questionnaires and tests. Green purchase intention refers to consumers' tendency and interest in choosing environmentally friendly products over conventional ones, whose production processes often overlook environmental impacts (Chen & Chang, 2015). In this study, green purchase intention was measured using an adapted scale from Chen and Chang (2015) and Lee (2017). The instrument included three items, such as: "I am willing to pay more for products that help protect the environment." Religiosity is defined as the degree of an individual's connection to a religion and how they apply their beliefs in daily life. It includes dimensions such as belief, worship, moral behavior, and religious/social identity (Saroglou, 2011). Religiosity was measured using an adapted version of Saroglou's (2011) scale, comprising four items, such as: "I always strive to live my life according to the teachings of my religion." "I consider religious aspects when choosing products." Environmental literacy refers to an individual's awareness, knowledge, attitudes, and skills in understanding and responding to environmental issues responsibly (Hollweg et al., 2011). This study employed an adapted scale from Hollweg et al. (2011) with four indicators, including: "Paper is a material that can be recycled." "I have picked up litter and disposed of it in the trash." Pro-environmental identity describes the extent to which individuals integrate environmental values into their self-concept and view themselves as environmentally responsible (Clayton, 2003). This construct was measured using an adaptation of Clayton's (2003) scale, which included four items, such as: "Saving energy is an important part of my life." "I see myself as an environmentally friendly consumer."

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. The analysis was conducted in two stages: evaluation of the outer model and inner model. The outer model evaluation was performed to assess the validity and reliability of the measurement instruments. This included tests for convergent validity, discriminant validity, Average Variance Extracted (AVE), factor loadings, Composite Reliability (CR), and Cronbach's Alpha. Convergent validity was confirmed with outer loading values greater than 0.70 and AVE values above 0.50, while discriminant validity was assessed using the Fornell-Larcker criterion. Reliability was examined through Cronbach's Alpha and Composite Reliability, both of which exceeded the threshold of 0.70, indicating that all constructs were internally consistent and reliable. The inner model evaluation tested the relationships among the latent variables, using coefficient of determination (R^2), path coefficients, and t-statistics obtained via the bootstrapping procedure. Additionally, mediation analysis was

conducted to assess the role of pro-environmental identity in mediating the effects of religiosity and environmental literacy on green purchase intention.

4. Result and Discussion

This study consists of Religiosity and Environmental Literacy as independent variables, Green Purchase Intention as the dependent variable, and Pro-Environmental Identity as the mediating variable. The questionnaire was distributed online via Google Forms to a sample of 150 university students in Surakarta. The collected data were subsequently tabulated and analyzed using the following procedures.

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Gender		
Male	44	29,33%
Female	106	70,67%
Education level		
Diploma	15	10%
S1	134	89,33%
S2	1	0,67%
S3	-	0%
University		
Public	120	80%
Private	30	20%
Age		
< 20	16	10,67%
21 – 25	134	89,33%
26 – 30	-	0%
>30	-	0%

Table 2. Descriptive Statistics

Variabel	1	2	3	4	5	6	7	8
1. Gender	1							
2. Age	0,177	1						
3. Edu Level	0,003	0,124	1					
4. University	0,029	0,068	0,145	1				
5. Religiosity	-0,118	-0,090	-0,074	-0,093	1			
6.Environmental Literacy	0,044	-0,005	-0,101	-0,128	0,613	1		
7. Green Purchase Intention	-0,153	-0,037	-0,087	-0,133	0,578	0,617	1	
8.Pro-Environmental Identity	-0,131	0,004	-0,038	-0,047	0,574	0,660	0,765	1
Median	0,000	1,000	1,000	1,000	38,000	32,000	30,000	31,000
N	150	150	150	150	150	150	150	150
Min	0,000	0,000	0,000	0,000	6,000	5,000	5,000	5,000
Max	1,000	1,000	2,000	1,000	42,000	35,000	35,000	35,000
Mean	0,313	0,900	0,913	0,813	37,120	30,887	29,333	29,913
Std. Deviation	0,464	0,300	0,304	0,390	3,978	3,358	4,195	4,149

The results of the descriptive analysis indicate that the majority of respondents exhibit high levels of religiosity, environmental literacy, pro-environmental identity, and green purchase intention. The mean scores for all variables were above the midpoint of the 7-point Likert scale, suggesting that students generally hold positive attitudes toward environmentally friendly product consumption.

4.1. Results of Analysis Prerequisite

Table 3. Multicollinearity Test Results

Variables	Pro-Environmental Identity VIF	Green Purchase Intention VIF
Control Variables		
Gender		1,039
Age		1,091
University		1.013
Education Level		1.070
Main Variables		
Religiosity (X1)	1,902	
Environmental Literacy (X2)	1,902	
Mediation Variables		
Pro-Environmental Identity (Z)		1,018

The multicollinearity test was carried out using SmartPLS software as a preliminary step in the data analysis process. This procedure aimed to evaluate the correlation levels among the independent variables in the model and to verify the presence of multicollinearity. The analysis results show that all Variance Inflation Factor (VIF) values remain well below the critical threshold of 5, with the highest value observed at 1.902. Therefore, it can be concluded that the research model does not encounter multicollinearity issues, confirming the independence of the variables employed in this study.

4.2. Results of Goodness of Fit Model and Significance Test

Table 4. Regression Results for Green Purchase Intention

Variable	Model 1	Model 2	Model 3	Model 4	Notes
Control Variables					
Gender	-0,183 (2,081)	-0,086 (1,186)	-0,129 (2,065)	-0,070 (1,515)	
Age	0,054 (0,546)	0,016 (0,263)	-0,013 (0,275)	0,015 (0,368)	
University	-0,143 (1,908)	-0,046 (0,765)	-0,110 (0,199)	-0,047 (1,002)	
Education Level	-0,044 (0,519)	-0,052 (0,989)	-0,040 (0,791)	-0,036 (1,048)	
Main Variables					
Religiosity		0,646**** (6,656)	0,323**** (3,526)	0,170**** (2,378)	H1a: Supported
Environmental Literacy			0,467**** (5,560)	0,183**** (2,159)	H1b: Supported
Mediation Variable					
Pro-Environmental Identity				0,547**** (6,754)	H2: Supported
Collinearity Statistic					
Religiosity		1,025			
Environmental Literacy			1,999		
Pro-Environmental Identity				2,535	
Good of fitness					
R Square	0,055	0,443	0,552	0,683	
R Adj	0,029	0,423	0,533	0,667	
F Square		0,729	0,243	0,441	
SRMR	0,059	0,071	0,074	0,070	

The results indicate that religiosity (H1a) and environmental literacy (H1b) have a positive and significant effect on students' green purchase intention in Surakarta. These findings support the framework of the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which suggests that religiosity contributes to the formation of positive

attitudes, subjective norms, and moral values that encourage environmentally friendly consumption. This result is consistent with Arli & Tjiptono (2017) and Khanam & Co. (2024), who found that internalized religious values can increase the tendency to purchase green products. Meanwhile, environmental literacy enhances students' knowledge, awareness, and perceived behavioral control in the context of sustainable consumption. Students with higher environmental literacy are more cognitively capable and motivated to make eco-friendly consumption decisions. This finding is in line with Law et al. (2023) and Gunawan & Hendayani, (2024), and further supports the claim of Paul et al., (2016) that knowledge and attitudes are critical determinants of behavioral intention.

The study also confirms H2, showing that pro-environmental identity has a positive and significant influence on green purchase intention. Ecological identity encourages students to act consistently with the environmental values they endorse. This result aligns with the extended TPB framework and is supported by studies such as Law et al., (2023); Zhao et al., (2018); Fu & Omar, (2024) which emphasize the role of identity in reinforcing sustainable consumption intentions.

Table 5. Regression Results for Pro-Environmental Identity

Variabel	Model 5	Model 6	Model 7	Notes
Control Variables				
Gender	-0,060 (0,772)	-0,110 (1,552)	-0,131 (1,339)	
Age	-0,018 (0,387)	-0,047 (1,157)	0,008 (0,090)	
University	0,022 (0,367)	0,057 (0,998)	-0,033 (0,289)	
Education Level	-0,025 (0,390)	-0,011 (0,208)	0,005 (0,054)	
Main Variables				
Religiosity	0,637**** (5,956)	0,290**** (2,940)		H3a: Supported
Environmental Literacy		0,501**** (5,363)		H3b: Supported
Mediation Variable				
Pro-Environmental Identity				
Collinearity Statistic				
Religiosity	1,024			
Environmental Literacy		1,973		
Good of fitness				
R Square	0,413	0,541	0,018	
R Adj	0,392	0,521	-0,009	
F Square	0,674	0,277		
SRMR	0,067	0,068	0,055	

The results indicate that hypotheses H3a and H3b are supported, showing that religiosity and environmental literacy have a positive and significant effect on students' pro-environmental identity in Surakarta. Religiosity contributes to the formation of ecological identity through the internalization of moral and spiritual values, in which religious students tend to view environmental concern as part of their religious responsibility. This finding is consistent with Arli & Tjiptono (2017) and further supported by Sa et al., (2024) and Isa et al., (2022) who demonstrated that religious values can shape pro-environmental attitudes and identity. Meanwhile, environmental literacy strengthens pro-environmental identity by enhancing knowledge, skills, and awareness of environmental issues. Students with a deeper understanding of environmental crises are more likely to internalize sustainability values as part of their self-concept. These results align with the findings of Law et al. (2017) and (Law et al., 2023), which emphasize that environmental literacy not only shapes attitudes but also fosters personal commitment to pro-environmental behavior through the development of ecological identity.

4.3. Results of Mediation Test

Table 6. Results of Mediation Test

Variables	Test Statistic	p-value (sig)	Decision
X1-Z1-Y	4,699	0,0000	Available Mediation Effect
X2-Z1-Y	5,253	0,0000	Available Mediation Effect

The mediation analysis shows that pro-environmental identity mediates the relationship between religiosity and environmental literacy on green purchase intention. This indicates that the internalization of environmental values into one's self-identity serves as an important psychological mechanism that bridges the influence of moral values and knowledge on green consumption behavior. This study provides valuable insights into the importance of strengthening pro-environmental identity among university students as a practical strategy to enhance their intention to purchase environmentally friendly products. Such efforts can be implemented through environmental education programs integrated with religious and ethical values, public campaigns that emphasize the moral role in environmental preservation, and experiential initiatives that foster emotional connectedness with nature.

5. Conclusion

This study aimed to examine the influence of religiosity and environmental literacy on green purchase intention, with pro-environmental identity as a mediating variable among university students in Surakarta. The study sought to address research gaps concerning the inconsistency of previous findings on the impact of religiosity on green purchase intention and the limited integration of religiosity, environmental literacy, and pro-environmental identity into a single theoretical model grounded in the Theory of Planned Behavior (TPB). The findings reveal that both religiosity and environmental literacy have a positive and significant effect on green purchase intention. Furthermore, pro-environmental identity not only exerts a positive influence on green purchase intention but also mediates the relationships between religiosity, environmental literacy, and green purchase intention. These results highlight that the internalization of environmental values into one's self-identity serves as a crucial psychological mechanism driving sustainable consumption behavior. **Implications.** This study provides significant theoretical and practical implications. Theoretically, the findings extend the framework of the Theory of Planned Behavior (Ajzen, 1991) by integrating religiosity and environmental literacy as value-based and cognitive factors that shape pro-environmental identity, which in turn mediates their influence on green purchase intention. This model enriches the TPB with personal and contextual dimensions relevant to Indonesian cultural values while addressing the research gap through an integrative approach that incorporates spiritual values, environmental literacy, and ecological identity. Practically, the results highlight the important role of higher education institutions in enhancing students' green purchase intention by strengthening religiosity and environmental literacy through curriculum design, green campus initiatives, and innovative learning methods such as case-based and project-based learning. Such approaches not only provide technical understanding of environmental issues but also foster pro-environmental attitudes and identities aligned with moral values, individual responsibility, and sustainability goals. **Limitations.** Despite its contributions, this study has several limitations. First, the research sample was limited to university students in Surakarta, which restricts the generalizability of the findings to other populations. Second, the data were collected using self-report questionnaires, which may be prone to perceptual bias. Third, the study focused only on perceptions and intentions, without observing actual consumption behavior. **Future research** should expand the scope of respondents across regions and demographic groups, apply mixed-methods for deeper insights, and consider additional variables such as environmental concern, perceived consumer effectiveness, and situational factors like price and product availability. This study confirms that pro-environmental identity mediates the link between religiosity, environmental literacy, and green purchase intention, highlighting the need to further explore its antecedents (e.g., direct nature experiences, media exposure, and social influence). Future studies are also encouraged to examine actual green purchasing behavior and refine measurement indicators to avoid redundancy and strengthen construct validity.

Reference

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
2. Arli, D., & Tjiptono, F. (2017). God and green: Investigating the impact of religiousness on green marketing. *International Journal of Nonprofit and Voluntary Sector Marketing*, 22(3), 1–11. <https://doi.org/10.1002/nvsm.1578>
3. Capasso, M., Guidetti, M., Bianchi, M., Cavazza, N., & Caso, D. (2025). Enhancing intentions to reduce meat consumption: An experiment comparing the role of self- and social pro-environmental identities. *Journal of Environmental Psychology*, 101(June 2024), 102494. <https://doi.org/10.1016/j.jenvp.2024.102494>

DOI: <https://doi.org/10.31004/riggs.v4i3.2598>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

4. Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland)*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
5. Clayton, S. (2003). Environmental identity: A conceptual and operational definition. *See Clayton & Opatow*, 45–65.
6. Dorigoni, A., & Bonini, N. (2023). Water bottles or tap water? A descriptive-social-norm based intervention to increase a pro-environmental behavior in a restaurant. *Journal of Environmental Psychology*, 86(November 2022), 101971. <https://doi.org/10.1016/j.jenvp.2023.101971>
7. El-gohary, S., & El-gohary, E. (2024). *Future Expected Directions in Halal Tourism : Trends , Challenges , and Future Expected Directions in Halal Tourism : Trends , Challenges , and Opportunities*. December. <https://doi.org/10.15640/jehd.v15n2a7>
8. Fennell, D. A., & de Grosbois, D. (2024). Development of a Scale for Assessing Animal Welfare Literacy in Tourism. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241294044>
9. Fu, K., & Omar, A. (2024). *Towards sustainable and healthier food consumption : Factors influencing organic vegetables purchase intention of Chinese consumers*. 16(4), 272–294.
10. Grębosz-Krawczyk, M., Zakrzewska-Bielawska, A., & Flaszewska, S. (2021). From words to deeds: The impact of pro-environmental self-identity on green energy purchase intention. *Energies*, 14(18). <https://doi.org/10.3390/en14185732>
11. Gunawan, M. F., & Hendayani, R. (2024). *Pengaruh Halal Label , Eco Label , Environmental Knowledge , Religiosity Terhadap Purchase Intention Melalui Halal Green Awareness dan Attitude*. 17(2), 215–235.
12. Hana, Y. M., Azis Ichsan, N. M., & Setiawan, M. A. (2023). Nilai Moderasi Beragama Dalam Ajaran Himpunan Penghayat Kepercayaan Masade’ Di Kepulauan Sangihe. *Thaqafiyat: Jurnal Bahasa, Peradaban Dan Informasi Islam*, 21(3), 1–19.
13. Isa, N. M., Vachkova, M., Ayyub, R. M., Salahuddin, N., & Al-Ganad, A. M. N. (2022). Islamic Identity and Pro-Recycling: The Role of Spirituality in Sustainability Message Communications. *Malaysian Journal of Consumer and Family Economics*, 29, 539–572.
14. Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/bjast/2015/14975>
15. Khanam, M., & Co, I. A. (2024). *Impact of Religiosity on Green Purchase Intention : Moderat- ing Role of Collectivism DEPARTMENT OF MANAGEMENT SCIENCES DEPARTMENT OF MANAGEMENT SCIENCES , QUR- TUBA UNIVERSITY OF SCIENCE AND INFORMATION TECHNOLOGY PESHAWAR*. 2022–2024.
16. Koistinen, K., & Järvinen, R. (2009). Consumer observations on channel choices-Competitive strategies in Finnish grocery retailing. *Journal of Retailing and Consumer Services*, 16(4), 260–270. <https://doi.org/10.1016/j.jretconser.2009.02.003>
17. Law, J. W., Lye, C. T., & Ng, T. H. (2023). Can environmental literacy and integrated behavioral factors encourage green practices at home? Evidence from Malaysia. *Cleaner and Responsible Consumption*, 10(June), 100134. <https://doi.org/10.1016/j.clrc.2023.100134>
18. Lee, C. W., & Hung, H. H. (2024). The Impact of Education on Consumers’ Eco-Friendly Shopping Habits towards Sustainable Purchases: Evidence from Indonesia and Taiwan. *Sustainability (Switzerland)*, 16(20). <https://doi.org/10.3390/su16208832>
19. Maski Annisa, S., & Purbo Jadmiko. (2023). Analisis Faktor-Faktor yang Mempengaruhi Green Purchase Intention. *Istithmar*, 7(1), 1–10. <https://doi.org/10.30762/istithmar.v7i1.218>
20. McBride, B. B., Brewer, C. A., Berkowitz, A. R., & Borrie, W. T. (2013). Environmental literacy, ecological literacy, ecoliteracy: What do we mean and how did we get here? *Ecosphere*, 4(5). <https://doi.org/10.1890/ES13-00075.1>
21. Milfont, T. L., & Schultz, P. W. (2016). Culture and the natural environment. *Current Opinion in Psychology*, 8, 194–199. <https://doi.org/10.1016/j.copsyc.2015.09.009>
22. Morrone, M., Mancl, K., & Carr, K. (2001). Development of a Metric to Test Group Differences in Ecological Knowledge as One Component of Environmental Literacy. *The Journal of Environmental Education*, 32(4), 33–42. <https://doi.org/10.1080/00958960109598661>
23. Naz, F., Oláh, J., Vasile, D., & Magda, R. (2020). Green purchase behavior of university students in Hungary: An empirical study. *Sustainability (Switzerland)*, 12(23), 1–21. <https://doi.org/10.3390/su122310077>
24. Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
25. Peng, X., Liu, M., Hu, Q., & He, X. (2023). A multiscale perspective on place attachment and pro-environmental behavior in hotel spaces. *Journal of Hospitality and Tourism Management*, 55(May), 435–447. <https://doi.org/10.1016/j.jhtm.2023.05.013>
26. Rizwan, M., Asif, R. M., Hussain, S., Asghar, M., Hassan, M., & Javeed, U. (2013). Future of Green Products in Pakistan: An Empirical Study about Green Purchase Intentions. *Asian Journal of Empirical Research*, 3(2), 191–207. <http://www.aessweb.com/download.php?id=1815>
27. Sa, M., Wahyu, A. M., Muarifah, R., & Rohmah, N. (2024). *Religion and Environment : The Role of Religiosity on Pro-environmental Behavior Among University Students in Indonesia*. 2024(ICoPsy), 110–121. <https://doi.org/10.18502/kss.v9i30.17510>
28. Setiabudi, W., Paskarina, C., & Wibowo, H. (2022). Intoleransi Di Tengah Toleransi Kehidupan Beragama Generasi Muda Di Indonesia. *SOSIOGLOBAL :Jurnal Pemikiran Dan Penelitian Sosiologi*, 7(1), 51–64.
29. Shah Alam, S., Mohd, R., & Hisham, B. (2011). Is religiosity an important determinant on Muslim consumer behaviour in Malaysia? *Journal of Islamic Marketing*, 2(1), 83–96. <https://doi.org/10.1108/17590831111115268>
30. Singhapakdi, A., Vitell, S. J., Lee, D. J., Nisius, A. M., & Yu, G. B. (2013). The Influence of Love of Money and Religiosity on Ethical Decision-Making in Marketing. *Journal of Business Ethics*, 114(1), 183–191. <https://doi.org/10.1007/s10551-012-1334-2>
31. Tomás, M. R. V., Vicente, J. S. Y., Cruz, M. D. B. D. LA, & Acha, D. M. H. (2022). Environmental Literacy and Its Impact on Sustainable Pedagogical Behaviors of Basic Education Teachers, Lima-Peru. *WSEAS Transactions on Environment and Development*, 18, 856–864. <https://doi.org/10.37394/232015.2022.18.80>
32. Wang, L., Weng Wong, P. P., & Elangkovan, N. A. (2020). The Influence of Religiosity on Consumer’s Green Purchase Intention Towards Green Hotel Selection in China. *Journal of China Tourism Research*, 16(3), 319–345. <https://doi.org/10.1080/19388160.2019.1637318>
33. Whitmarsh, L., & O’Neill, S. (2010). Green identity, green living? The role of pro-environmental self-identity in determining consistency across diverse pro-environmental behaviours. *Journal of Environmental Psychology*, 30(3), 305–314. <https://doi.org/10.1016/j.jenvp.2010.01.003>
34. Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability (Switzerland)*, 13(11), 1–40. <https://doi.org/10.3390/su13116219>
35. Zhao, Y., Feng, T., & Shi, H. (2018). External involvement and green product innovation: The moderating role of environmental uncertainty. *Business Strategy and the Environment*, 27(8), 1167–1180. <https://doi.org/10.1002/bse.2060>