

## ABSTRAK

Salah satu permasalahan sampah yang belum menjadi topik utama adalah penanganan produk menstruasi perempuan yang ternyata menjadi salah satu kontributor pencemaran lingkungan. Penelitian dilakukan dengan menguji perluasan Teori Perilaku Terencana atau *Theory of Planned Behavior* (TPB) untuk menganalisis faktor-faktor yang memengaruhi niat perilaku pembelian *reusable menstrual products* (RMP). Penelitian ini menguji pengaruh variabel pengetahuan, persepsi keamanan, kepedulian lingkungan norma subjektif, sikap, persepsi kontrol berperilaku yang dirasakan yang diidentifikasi untuk memprediksi niat perilaku pembelian *reusable menstrual products* (RMP) di Indonesia. Penelitian menggunakan metode survei dengan pendekatan pengambilan sampel secara *purposive sampling*. Jumlah sampel yang diurutkan berdasarkan kriteria sebanyak 260 responden. Kriteria yang digunakan untuk penelitian adalah perempuan usia 20-40 tahun, mengetahui tentang gaya hidup ramah lingkungan, masih menggunakan disposal pad atau pembalut sekali pakai dan mengenal *reusable menstrual products* (RMP). Penelitian dianalisis menggunakan *Partial Least Square-Structural Equation Modelling* (SEM). Hasil dari penelitian menunjukkan adanya pengaruh langsung antara variabel sikap pada niat pembelian, norma subjektif pada pembelian, persepsi kontrol berperilaku yang dirasakan pada niat pembelian. Penelitian juga menunjukkan bahwa niat perilaku pembelian *reusable menstrual products* (RMP) dipengaruhi oleh variabel kepedulian lingkungan, persepsi keamanan, dan pengetahuan.

Kata Kunci: *reusable menstrual products* (RMP), niat perilaku pembelian, sikap, norma subjektif, persepsi kontrol berperilaku, persepsi keamanan, pengetahuan, kepedulian lingkungan.

## ABSTRACT

One of the waste problems that has not become a significant topic is the handling of women's menstrual products, which turns out to be one of the contributors to environmental pollution. The research was conducted by testing the expansion of the Theory of Planned Behavior (TPB) to analyze the factors that influence the behavioural intention to buy reusable menstrual products (RMP). This study examines the effect of the variables knowledge, perceived risk, environmental awareness, subjective norms, attitude, and perceived behavioural control, which is identified to predict the behavioural intention to purchase reusable menstrual products (RMP) in Indonesia. The study used a survey method with a purposive sampling approach. The number of samples sorted based on the criteria is 260 respondents. The criteria used for this research were women aged 20-40 years, knowing about an environmentally friendly lifestyle, still using disposal pads or disposable pads and being familiar with reusable menstrual products (RMP). The research was analyzed using Partial Least Square- Structural Equation Modeling (SEM). The results of the study indicate that there is a direct influence between attitude variables on purchase intentions, subjective norms on purchases, and perceived behavioural control on purchase intentions. Research also shows that behavioural intention to purchase reusable menstrual products (RMP) is influenced by environmental awareness, perceived security, and knowledge variables.

**Keywords:** reusable menstrual products (RMP), purchase intention, attitudes, subjective norms, perceived behavioural control, perceived security, knowledge, environmental concern.