

## INTISARI

Saat ini permasalahan terkait banyaknya timbunan sampah plastik di lingkungan menjadi lebih serius. Seiring dengan berkembangnya teknologi, sampah kemasan plastik yang dihasilkan tidak hanya dari proses berbelanja di toko fisik secara *offline* saja, tetapi juga berasal dari proses berbelanja *online*. Industri *e-commerce* pun terus meningkat pesat yang menyebabkan pertumbuhan belanja *online* semakin melonjak. Berbagai keunggulan dari berbelanja *online* juga memicu terjadinya pembelian impulsif terhadap barang-barang yang sebenarnya tidak dibutuhkan dan hanya dibeli untuk memuaskan dorongan emosional. Hal tersebut tentunya menimbulkan kekhawatiran terhadap limbah kemasan pasca-konsumen hasil dari layanan pengiriman ekspres belanja *online* tersebut. Tujuan penelitian ini adalah untuk mengidentifikasi faktor-faktor yang mempengaruhi perilaku *plastic waste* akibat kebiasaan berbelanja secara *online* khususnya karena pembelian impulsif.

Penelitian ini menggunakan *theory of planned behaviour* (TPB) dan juga *norm activation model* (NAM) untuk membangun model dasar dengan variabel *perceived consumer effectiveness*, *environmental concern*, *attitude*, *subjective norm*, *perceived behavioural control*, *online shopping habit*, *love for nature*, *intention to reduce plastic waste*, dan *impulsive buying intention* untuk melihat pengaruh ke perilaku memilih masyarakat dalam memproduksi sampah plastik dari berbelanja *online*. Data yang digunakan sejumlah 421 dataset dan dianalisis menggunakan metode PLS-SEM.

Setelah dilakukan analisis didapatkan bahwa, *love for nature*, *intention to reduce plastic waste*, dan *impulsive buying intention* berpengaruh signifikan terhadap perilaku seseorang untuk menghasilkan sampah plastik dalam konteks berbelanja *online*. *Love for nature* secara positif dipengaruhi oleh *perceived consumer effectiveness* dan *environmental concern*. *Intention to reduce plastic waste* secara positif dipengaruhi oleh *perceived consumer effectiveness*, *environmental concern*, *attitude*, *subjective norm*, dan *perceived behavioural control*. *Impulsive buying intention* secara positif dipengaruhi oleh *online shopping habit*.

**Kata Kunci:** perilaku menghasilkan sampah plastik, belanja *online*, pembelian impulsif, NAM, TPB, PLS-SEM

## ABSTRACT

Currently, the issue of plastic waste accumulation in the environment is becoming more serious. Along with the development of technology, plastic packaging waste is generated not only from shopping at physical offline stores but also from online shopping. The e-commerce industry continues to proliferate, leading to a surge in online shopping. Various advantages of online shopping also trigger impulsive purchases of items that are unnecessary and only bought to satisfy emotional urges. This, of course, raises concerns about post-consumer packaging waste resulting from express delivery services for online shopping. The purpose of this study is to identify the factors that influence plastic waste behavior due to online shopping habits, especially impulsive buying.

This study uses the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM) to build a basic model with the variables of perceived consumer effectiveness, environmental concern, attitude, subjective norm, perceived behavioral control, online shopping habit, love for nature, intention to reduce plastic waste, and impulsive buying intention to examine their influence on people's behavior in producing plastic waste from online shopping. Data collected from 421 respondents were analyzed using the PLS-SEM method.

The analysis revealed that love for nature, intention to reduce plastic waste, and impulsive buying intention significantly influence an individual's behavior in producing plastic waste in the context of online shopping. Love for nature is positively influenced by perceived consumer effectiveness and environmental concern. Intention to reduce plastic waste is positively influenced by perceived consumer effectiveness, environmental concern, attitude, subjective norm, and perceived behavioral control. Impulsive buying intention is positively influenced by online shopping habit.

**Keywords:** plastic waste behaviour, online shopping, impulsive buying, NAM, TPB, PLS-SEM