

ABSTRACT

This study investigates the influence of customer well-being, consisting of psychosocial well-being, subjective well-being, and financial well-being, on sustainable purchase intention among Indonesian urban consumers, while also examining whether environmental concern moderates these relationships. Grounded in the Broaden and Build Theory, the research argues that positive emotional and psychological states broaden individuals' cognitive capacity, enabling long-term and prosocial decision-making that supports sustainable consumption. Using a quantitative approach and Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 244 valid respondents residing in major urban areas in Indonesia. The findings reveal that all three dimensions of customer well-being positively as well as significantly influence sustainable purchase intention, with subjective well-being showing the strongest effect, followed by psychosocial and financial well-being. However, environmental concern does not moderate any of the relationships, indicating that ecological awareness does not significantly strengthen the effect of well-being on sustainable purchasing behavior. These results provide theoretical insights into the psychological mechanisms behind sustainable consumption and offer practical guidance for policymakers, marketers, and sustainability-oriented organizations to prioritize emotional and psychological engagement strategies alongside environmental messaging.

Keywords: customer well-being, psychosocial well-being, subjective well-being, financial well-being, environmental concern, sustainable purchase intention, consumer behavior, Indonesia.

ABSTRAK

Penelitian ini menganalisis pengaruh tiga dimensi customer well-being, yaitu psychosocial well-being, subjective well-being, dan financial well-being, pada sustainable purchase intention pada konsumen urban di Indonesia, serta menguji peran environmental concern sebagai variabel moderasi. Berlandaskan Broaden and Build Theory, penelitian ini berargumen bahwa kondisi emosional dan psikologis yang positif memperluas pemikiran dan mendorong keputusan yang lebih prososial dan berkelanjutan. Pendekatan kuantitatif dengan Partial Least Squares Structural Equation Modeling (PLS-SEM) digunakan dengan melibatkan 244 responden dari berbagai kota besar. Hasil penelitian menunjukkan bahwa seluruh dimensi customer well-being berpengaruh positif dan signifikan pada sustainable purchase intention, dengan subjective well-being sebagai prediktor terkuat. Namun, environmental concern tidak memoderasi hubungan tersebut. Temuan ini memperkuat pemahaman mengenai peran well-being dalam mendorong konsumsi berkelanjutan dan memberikan implikasi bagi pembuat kebijakan serta pemasar untuk memperhatikan aspek emosional dan psikologis konsumen dalam mendorong perilaku berkelanjutan.

Kata kunci: *customer well-being, psychosocial well-being, subjective well-being, financial well-being, environmental concern, sustainable purchase intention, perilaku konsumen, Indonesia.*