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Intention in Jakarta
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THE ROLE OF STATUS CONSUMPTION AND SUSTAINABILITY AWARENESS IN GEN Z's BRANDED BOTTLE CONSUMPTION INTENTION IN JAKARTA

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Abstract. The attitude-behavior gap in sustainable consumption remains a persistent challenge, particularly among Generation Z consumers in urban collectivistic markets where status-oriented motives and sustainability awareness may function as competing rather than complementary drives of green consumption. This study examined the direct effects of Status Consumption (SC) and Sustainability Awareness (SA) on Branded Bottle Consumption Intention (BBCI), as well as the mediating role of SA in the SC-BBCI relationship. A quantitative cross-sectional correlation design was employed, involving 385 Generation Z participants in Jakarta recruited through convenience sampling via social media, with data analyzed using regression-based mediation analysis (Hayes, 2017). SC significantly and positively predicted BBCI ($\beta = 0.794$, $p < .001$), whereas SA did not significantly predict BBCI ($\beta = 0.054$, $p = .169$) and did not mediate the SC-BBCI relationship ($\beta = -0.006$, $p = .239$). Notably, SC demonstrated a weak but significant negative relationship with SA ($\beta = -0.120$, $p = .049$), suggesting that status driven motives may crowd out rather than reinforce intrinsic environmental awareness. These findings indicate that branded bottle consumption among urban Jakarta Generation Z is driven primarily by identity and social visibility rather than sustainability values, with intrinsic and extrinsic motivations operating as distinct psychological pathways.

Keywords: *status consumption, sustainability awareness, branded bottle consumption intention, Generation Z, attitude-behavior gap*

Abstrak. Kesenjangan sikap-perilaku dalam konsumsi berkelanjutan masih menjadi tantangan yang persisten, khususnya di kalangan konsumen Generasi Z di pasar kolektivistik perkotaan, di mana motif berorientasi status dan kesadaran keberlanjutan dapat berfungsi sebagai pendorong konsumsi hijau yang bersaing satu sama lain, bukan saling melengkapi. Penelitian ini menguji pengaruh langsung Status Consumption (SC) dan Sustainability Awareness (SA) terhadap Branded Bottle Consumption Intention (BBCI), serta peran mediasi SA dalam hubungan antara SC dan BBCI. Penelitian ini menggunakan desain kuantitatif korelasional dengan pendekatan cross-sectional, melibatkan 385 partisipan Generasi Z di Jakarta yang direkrut melalui convenience sampling via media sosial, dengan data dianalisis menggunakan analisis mediasi berbasis regresi (Hayes, 2017). SC secara signifikan dan positif memprediksi BBCI ($\beta = 0.794$, $p < .001$), sedangkan SA tidak secara signifikan memprediksi BBCI ($\beta = 0.054$, $p = .169$) dan tidak memediasi hubungan SC-BBCI ($\beta = -0.006$, $p = .239$). Selain

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itu, SC menunjukkan hubungan negatif yang lemah namun signifikan dengan SA (β = −0.120, p = .049), yang mengindikasikan bahwa motif yang didorong oleh status dapat menggeser, alih-alih memperkuat, kesadaran lingkungan intrinsik.

Keywords: *konsumsi status, kesadaran keberlanjutan, intensi konsumsi botol bermerek, Generasi Z, kesenjangan sikap-perilaku*