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**Eksplorasi Circular Economy dalam Perspektif Islam: Kajian Konseptual dan Empiris pada Masyarakat
Muslim dan UMKM di Indonesia**
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Abstract

The linear economic development model has exerted significant pressure on the environment, prompting the emergence of the circular economy (CE) as an alternative approach that emphasizes resource efficiency and sustainability. However, the implementation of CE in developing countries such as Indonesia continues to face multiple challenges that are not only technical in nature but also related to values, behavior, and institutional dynamics. This study aims to develop a comprehensive understanding of CE within the Indonesian context by integrating philosophical dimensions, individual behavior, and institutional dynamics. The research adopts a three-study design. The first study explores the philosophical alignment between CE and Islamic economics. The second study examines the determinants of intention and behavior using an extended Theory of Planned Behavior (TPB). The third study investigates CE implementation among Micro, Small, and Medium Enterprises (MSMEs) through a case study approach. The findings indicate that the transition toward CE is a multilevel process. At the normative level, CE aligns with the principles of Islamic economics and reinforces the moral legitimacy of sustainable practices. At the individual level, the extended TPB demonstrates that attitude and perceived behavioral control significantly influence intention, which in turn drives CE-related behavior. Cultural values shape habitual practices, while religiosity strengthens the consistency between intention and action, highlighting the critical role of social and spiritual values in promoting sustainable behavior. At the institutional level, CE adoption among MSMEs is primarily driven by normative and mimetic pressures rooted in local values rather than formal regulatory mechanisms. This holistic approach is expected to provide new directions for strengthening CE implementation in practice, while contributing to the realization of a more sustainable, equitable, and ethically grounded economic system.

***Keywords**: Circular economy; Islamic economics; Theory of Planned Behavior; sustainable behavior; institutional dynamics*