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Enhanced the Role of Youth in Participating the Success of Green Economic Practices: Behavioral Perspective Based Model

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ABSTRACT

Indonesia will face tough challenges in obtaining Sustainable Development Goals, especially related to Responsible Consumption and Production (RCP). Indonesian government created a National Action Plan to achieve sustainable consumption and production patterns, namely increasing economic welfare, reducing resource use, and improving quality of life. To accelerate the call for RCP, encouraging the role of the younger generation to participate in implementing the best of green economic practices is the right strategy. This research is intended to get an overview of the extent to which the younger generation wants to participate from a behavioral angle (green economy consumers). Respondents involved in the study were 229 young people from various regions in Indonesia. Interesting results were obtained from the research model, indicating that intention strongly influences behavior and impacts willingness to participate using the SEM-Lisrel analysis. However, the awakening of intentions among the younger generation is mostly influenced by positive attitudes, while the norms and perceptions do not show strong indications of their influence. These findings form a strong basis for the development of behavioral research that can answer the research gap involving the younger generation to act as green consumers in a proven way. The younger generation can be environmentally responsible consumers by using eco-friendly products.

Keywords: Behavior, Participation, RCP, Sustainable Development, Young Generation

INTRODUCTION

Involving the younger generation as influencers to accelerate the implementation of green economy practices is an interesting phenomenon that needs to be explored in depth. As influencers, they can set an example, invite, and campaign for environmental behavior to the wider community. The green economy plays a crucial role in ensuring that the Sustainable Development Goals (SDGs) are not sacrificed to meet demands. SDGs are 17 interrelated global goals designed to become a blueprint for achieving a better and more sustainable future. The National Action Plan (NAP) for Indonesia's implementation of the 17 SDGs. SDG No. 12 highlights how crucial it is for each nation to focus on, implement, and support resource efficiency as well as sustainable consumption and production. The Responsible Consumption and Production (RCP) SDG, also known as SDG No. 12, aims to improve production techniques and consumption habits to lower resource consumption, waste generation, and emissions over the course of processes and products (United Nations Environment Program [UNEP], 2015). RCP calls for the participation of numerous stakeholders, including the community. It is stated that community, raised awareness, desire to pay, environmental friendliness, and lifestyle are all tied to citizen involvement.

In Indonesia, SDG no 12 is aimed at involving the community as consumers and educating them about sustainable consumption and lifestyles. Green consumers are one such kind of consumer that the environmental movement has helped to generate. Green consumers are those who take responsibility for the environment by purchasing goods that do not harm the environment or cause less damage to it than alternatives (environmentally friendly). They are also willing to pay more for these goods, reduce their impact on the environment, have an environmentally conscious mindset, and engage in behaviors that will encourage these benefits and slow the rate of environmental degradation (Christiani, Kristina, & Rahayu, 2017; Waskito and Wahyono 2017; Guckian, De Young, & Harbo, 2017). Those that act responsibly toward the environment and adopt ecologically friendly practices to both meet their needs and safeguard the environment is called green consumers. The younger generation is a demographic bonus group (54% of the total population of 270 million people) who can be expected to become green customers who will encourage sustainable production and consumption and their involvement as environmental safeguards (Organisation for Economic Co-operation and Development [OECD], 2008). In short, from upstream to downstream, the younger generation is a crucial stakeholder that helps a green economy be successfully implemented. The younger generation's participation can make it easier for the government to meet most its residents' resource needs.

The findings of the BPS survey (2015) on environmental care behavior indicators for 75,000 homes across Indonesia demonstrate that community participation in environmental protection is still not at its highest level. The lack of a comprehensive strategy to avoid environmental degradation that involves all stakeholders, when considered from the perspective of the application of laws and regulations, is one of the things that accelerates environmental damage in Indonesia. Sectoral government policy is still in place. To fully execute the agreement on establishing a green economy (COP 26) up to 2050, it is important to note that SDG 12 (RCP) implementation has not been done so in a proper manner and needs the assistance of all parties.

Green consumers who practice green behavior (behave in an environmentally friendly manner to meet needs and protect the environment at the same time) are needed to help advance the environmental awareness movement so that environmental damage does not worsen. The younger generation has the potential to be agents of change because they are interested and will eventually become consumers. A person who can affect change by motivating and persuading others is an agent of change (Rachman & Jakob, 2020; Zsóka, Szerényi, Széchy, & Kocsis, 2013).

There are 144 million young Indonesians, or half of the country's total population, who belong to the Millennial and Z generations. Generation Z was born between 1997 to 2015, whereas Millennials were born between 1980 to 1996. Future consumers who grew up with mobile devices, iPads, and social media platforms like Facebook, WhatsApp, Twitter, and YouTube represent these two generations (Broadbent, Gougoulis, Lui, Pota, & Simons, 2017). They are those who were born after the internet revolutionized society and altered how people interacted with one another. Barbosa, Portilho, Wilkinson, and Dubeux (2014) claim that young people are a suitable research subject since they often receive a lot of environmental knowledge or instruction and are more environmentally conscious than prior generations (Gen X and Baby Boomers).

Gaining insight into the role of the younger generation as influencers and a catalyst for deepening behavioral aspects can provide an important perspective. There are three theories that are used as references, namely Theory of Reasoned Action, Theory of Planned Behavior, and Willingness to Participate. These theoretical bases are expected that facts will be identified which will serve as the basis for developing a strategy to accelerate the implementation of the green economy. The findings of this research can be used as a model development for stakeholders to formulate strategies to succeed in a massive and inclusive green economy movement.

LITERATURE REVIEW

Analysis from behavior perspective becomes very important to discover features of the younger generation's behavior as green consumers to study their role as agents of change (influencers and catalysts) to drive effective green economic best practices. In essence, the role of the younger generation as an accelerator for the implementation of green economy practices needs to be supported by behavior that shows that they are carrying out their role as green consumers. Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) are two behavioral theories that can be used as a foundation for understanding how much the younger generation engages in environmentally friendly behavior.

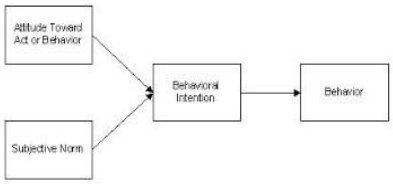
Ajzen and Fishbein (1980) presented and developed the Theory of Reasoned Action (TRA) to explain and forecast individual behavior in the context of attitudes, subjective standards, and behavioral intents. The main concept of TRA is that a person's attitude toward a behavior and subjective norms influence that behavior's intention on the part of the person. As compared to perceived societal pressure to perform or refrain from an action, attitude refers to how an individual evaluates or assesses behavior (Ajzen & Fishbein, 1980). According to TRA, these two factors can simultaneously predict behavioral intentions, which then lead to actual behavior. According to TRA, people are more likely to engage in a behavior if they have a favorable attitude toward it and believe that other people or group norms expect them to do so. This theory can also be applied to evaluate and guide behavior change, including in consumer decision-making, for example in the context of green consumption digital technology (Kwon & Wen, 2010; Nasoha, Ngarbingan, & Ginting, 2023).

Theory of Planned Behavior (TPB) is the development or refinement of TRA, with the addition of an individual's perception of control over his behavior (Madden, Ellen, & Ajzen, 1992). According to TPB (Ajzen, 1991), the desire or intention of individual behavior is influenced by the attitude towards the behavior, subjective norms related to behavior, and the individual's perception of control over behavior. Behavioral intention in turn leads to actual behavior. In other words, intention is the antecedent of actual behavior. Ajzen (1991) emphasizes the importance of behavioral control as a differentiator between TPB and TRA, which refers to individual perceptions of their ability to control behavior, and how attitudes and subjective norms also interact with individual control perceptions in determining behavioral intentions, which then leads to actual behavior. Perceived control is determined by factors such as self-efficacy, resource availability, and situational constraints.

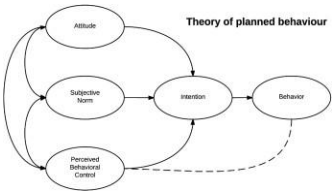
Then, from both TRA and TPB, the theory of RAA (Theory of Reasoned Action Approach) was further developed. RAA theory (Fishbein & Ajzen, 2009, Ajzen I, 2012), is a development of TRA and TPB which consists of five major parts: learned behavior (behavior), intention (intention = I), actual control (actual control) which is a moderator of intention; predictors (predictors) of intentions and behavior consisting of attitudes toward behavior (attitude toward behavior = ATB), perceived norms (perceived norm = PN), perceived behavioral control (perceived behavioral control = PBC); determinant factors consisting of behavioral beliefs (behavioral beliefs = BB), normative beliefs (normative beliefs = NB), control beliefs (control beliefs = CB); and background factor (background factor = BF) (See Figure 1).

Figure 1. TRA, TPB and RAA

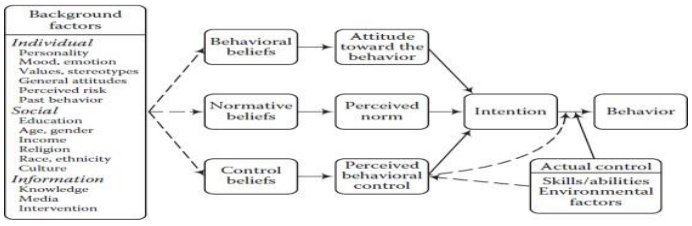
Theory Reasoned Action (TRA) (Fishbein & Ajzen, 1980)



Theory of Planned Behaviour (Ajzen (1985)



Reasoned action approach/RAA) model theoretical basis (Fishbein & Ajzen, 2009)



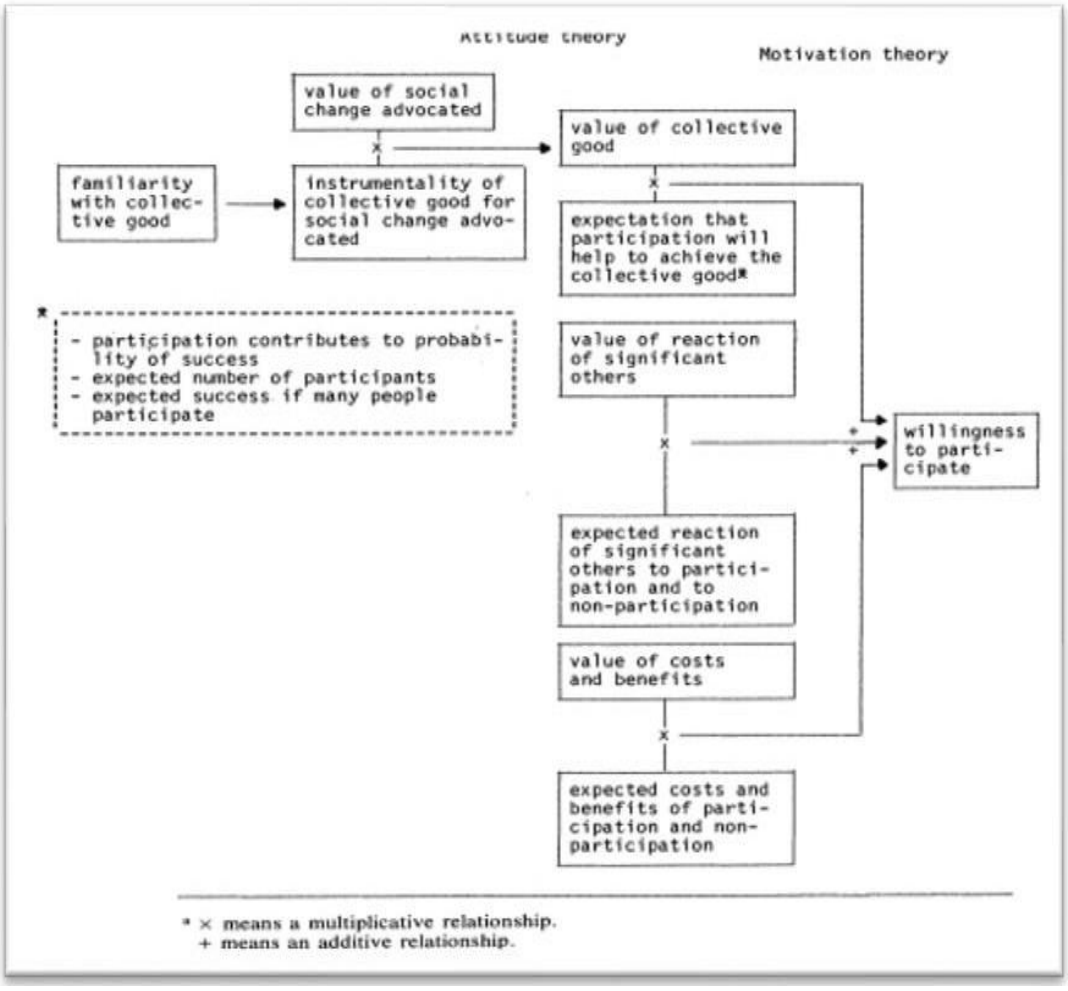
In the context of green economy (green customer), these three theories can be used as a basis for proposing the following hypotheses:

Hypothesis 1: Perceived Behavioral Control (PBC) influences the intention of the younger generation to practice green economy.

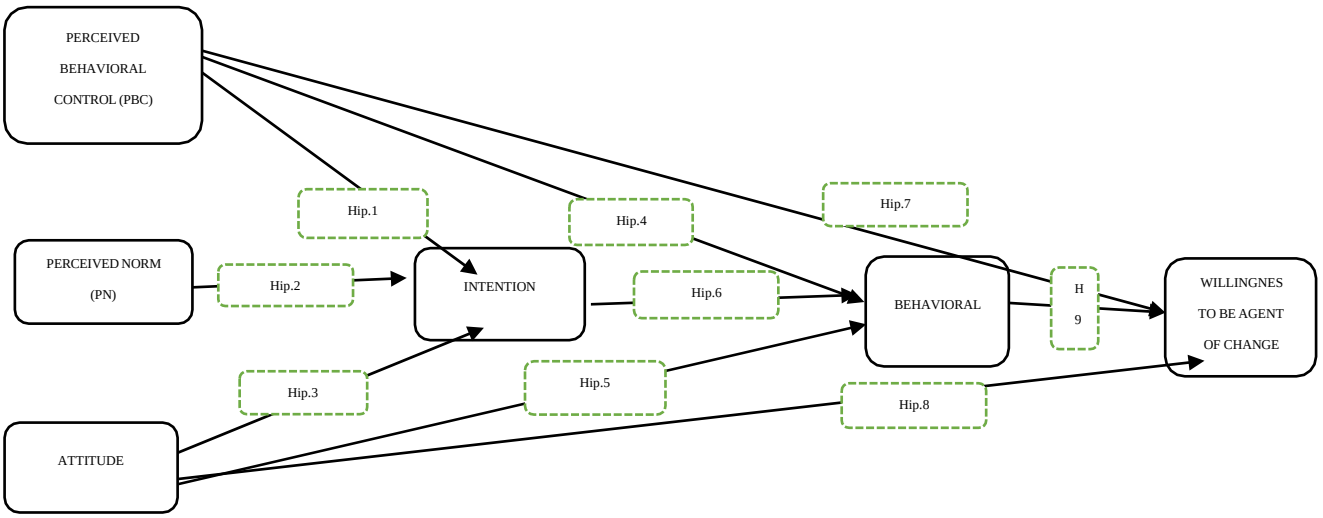
Hypothesis 2: Perceived Norm (PN) influences the intention of the younger generation to practice green economy.
Hypothesis 3: Attitude influences the intention of the younger generation to practice green economy.
Hypothesis 4: Perceived Behavioral Control (PBC) influences the behavior of the younger generation in practicing green economy.
Hypothesis 5: Attitude influences the behavior of the younger generation in practicing green economy.
Hypothesis 6: Intention influences the behavior of the younger generation in practicing green economy.

In addition to the three behavioral theories, the development of this research model uses the willingness to participate in theory (Van Stekelenburg & Kalndermans, 1984, 2017) (Figure 2). According to this theory, identification, cognition, motivation, and emotions operate as a connection between collective identity and collective action and determine whether an individual participates in a collective social context. The basis of this theory can be used to propose the following hypothesis:
Hypothesis 7 : Perceived Behavioral Control (PBC) influences willingness to be an agent of change (willingness to participate).
Hypothesis 8 : Attitude influences willingness to be an agent of change (willingness to participate).
Hypothesis 9 : Behavior has an impact on the willingness to be an agent of change (willingness to participate).

Figure 2. Theory of the willingness to participate (Klandermans 1984)



The following is the conceptual model proposed in this study:
Figure 3. The Conceptual Model



(Nasoha, Ngarbingan, & Ginting, 2023; Maria, Lanisy, & Ginting, 2022; Ismulyati, Ngarbingan, & Ginting, 2022)

RESEARCH METHOD

This study employed descriptive and verification methods. In this study, the target population is the younger generation in the areas of Jakarta, Bogor, Bekasi, Tangerang, and Depok. Primary and secondary data were used. References from diverse sources are referred to secondary data to determine the elements that shape an individual's readiness to speak up against environmental degradation. Data from respondents of the younger generation are considered primary data. By completing questions on Google Forms, data collecting techniques are carried out. A Likert scale is used to evaluate several indicators that are included in the questionnaire. Since the researcher had already established the necessary respondent criteria, the non-probability sampling approach was used to carry out the sampling. 229 participants who completed the questionnaires were used for the data collection, which took place between May and July 2022.

Measurement Instrument

To measure the research variables, a Likert Scale was used with a level of agreement of five points: 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree. The variables used are:

Willingness to Participate Actively

The willingness to become agents of change to prevent environmental damage. The dimensions used to measure its variables are activism, private-sphere environmentalism, and order-significant environmental behavior.

Behavioral: Approval of Environmentally Friendly Behavior.

The dimensions used to measure its variable are participation and wise use of energy, waste, and water.

Intention Shows The Intention to Behave Environmentally Friendly.

The dimension used to measure are: interest in environmentally friendly behavior, plans to carry out environmentally friendly behavior, and apply it in everyday life.

Attitude Is Related to The Implementation of Environmentally Friendly Activities.
The dimensions of its variables are caring attitude, educational factors that shape attitudes, the experience of joining non-formal communities (NGOs).

Perceived Behavioral Control (PBC)
It is a view in carrying out environmentally friendly activities. The dimensions of the variables are the importance of environmental preservation, environmental quality must be maintained, impact on long-term welfare, and collaboration.

Perceived Norm (PN)
It is a social influence that has an impact on environmentally friendly activities, the dimension of its variables is the influence of the media, government regulations personal awareness, the influence of people around (community).

RESULTS

This paper is intended to explore and find facts in the field regarding the extent to which the behavior of willingness to participate among the younger generation is affected. The research was carried out by involving 229 respondents and succeeded in obtaining interesting findings which could be used as a basis for proposing a model for involving the younger generation as agents of change. The profile of respondents with the largest age range is 21-25 years (58%) and 15-20 years (37%) with unmarried status. Total monthly expenses are less than Rp. 1 million (62%) and 1.1 million-5 million (37%). Locations of respondents spread from various regions: Jakarta, Bogor, Bekasi, Tangerang, and Depok. To identify the role of the antecedent variables on willingness to be the agent of change, a model has been built using 5 variables, namely Attitude, Perceived Norm, Perceived Behavioral Control, Intention and Behavioral. Descriptively, the findings can explain the consequences of the model, namely behavioral factors, and the willingness to be agents of change from the younger generation towards green economic practices.

Behavioral As Outcome (Consequences) From Reasoned Action Theory (TRAA)
There are five indicators used to measure respondents' assessment of environmentally friendly behavior (See Table 1).

Table 1. Measurement of Environmentally Friendly Behavior

No.	Indicators	Response					
		1 (VD)	2 (D)	3 (N)	4 (A)	5 (VA)	Score Total 4 & 5
1.	Doing waste management properly				**30%**	**57%**	**87%**
2.	Utilize energy wisely and efficiently				**22%**	**71%**	**93%**
3.	Use water sparingly				**18%**	**78%**	**96%**
4.	Manage consumption activities that are environmentally friendly				**28%**	**66%**	**94%**
5.	Participate in environmental preservation				**29%**	**63%**	**92%**

Source: Processed Research Data

Respondents' answers indicate that they have implemented environmentally friendly practices. This is proved by the range of respondents' answers which show a high percentage (> 87%). From the order of environmentally friendly practices, the most dominantly implemented are using water as needed (96%), followed by managing consumption activities that are environmentally friendly (94%), using energy wisely and efficiently (93%), participating in environmental maintenance and carrying out waste management (87%).

Willingness To Be Agent of Change in Implementing Green Economy Practices
There are 7 indicators used to measure the extent of willingness to become agents of change to prevent environmental damage. The range of respondents' answers is at 4 (agree) and 5 (strongly agree) (See Table 2).

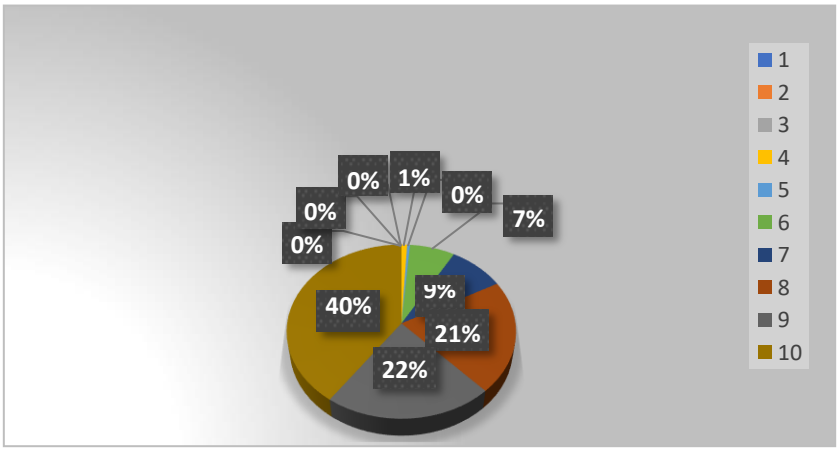
Table 2. Measurement of Willingness to Be Agent of Change

No.	Indicators	Response					TOTAL
		1 VD	2 D	3 (N)	4 (A)	5 (VA)	4 & 5
1.	I want to invite others to do environmentally friendly behavior.				**26%**	**60%**	**86%**
2.	I want to join the community of environmentalists.				**25%**	**51%**	**76%**
3.	I will do eco-friendly behavior that I have never done before.				**33%**	**56%**	**89%**
4.	I believe that the intention to encourage others to carry out environmentally friendly behavior will result in preventing further environmental damage.				**33%**	**56%**	**89%**
5.	I will dedicate time and commit to being someone who can set a positive example to make changes to prevent further environmental damage.				**32%**	**50%**	**82%**
6.	I feel proud to be part of a community that can remind others to be more aware of the importance of carrying out environmentally friendly activities in their daily activities.				**29%**	**52%**	**81%**
7.	I am willing and happy to be involved in environmental-saving activities such as tree planting.				**32%**	**56%**	**88%**

The results of the tabulation of respondents' answers indicate a high interest in participating in the success of green economic practices (>76%). Consecutively the highest score (89%) is the intention to invite other people to be aware of the importance of carrying out environmentally friendly activities and prevent further environmental damage. Followed by willing and happy to be involved in activities to save the environment such as planting trees (88%), inviting others to behave environmentally friendly (86%), dedicating time and commitment to being a person who can set a positive example to make changes to prevent further environmental damage severe (82%), feel proud to be part of a community that can remind others to be more aware of the importance of carrying out environmentally friendly activities in their daily activities (81%), want to join a community of environmentalists (76%).

Two positive findings in the field are demonstrated by the behavior and willingness to be the agent of change in implementing environmentally friendly behavior, supported by the belief in a positive impact for them as green economic actors and at the same time being green customers. Respondents answer the question "To what extent do you believe this environmentally friendly behavior will succeed and have a positive impact both economically and prevent environmental damage" with a range of 1 to 10 (See Figure 4). The research results indicate that most respondents (83%) are very sure (range 8 to 10) of the positive impact of behaving in an environmentally friendly manner.

Figure 4. Measurement of Belief in the Positive Impact of Green Economy Practices



Measurement Model (Verificative Method)
The measurement model was tested to ensure the validity of the model's constructs. The results of the validity and reliability of the measurement model show that the five factors, namely perceived behavioral control, attitude, intention, behavior, and willingness to be an agent of change, show high reliability (more than 0.7). As for the Perceived Norm, it has a reliability of 0.61, especially the Pnm6 indicator. Because only one indicator out of six indicators is in the Perceived Norm, it means the validity and reliability of this factor are quite strong.

Figure 5. Measurement Model Validity and Reliability

No.	Kode	Model				Reliabilitas
		Loading	*t.*	*Error*	*t.e.*	
	A. PERCEIVED BEHAVIORAL CONTROL (PBC)					**0.78**
1	Pbc1	0.91	48.56	0.25	2.39	
2	Pbc2	0.88	39.08	0.26	3.2	
3	Pbc3	0.80	21.22	0.67	4.18	
4	Pbc4	0.79	17.65	0.63	4.12	
5	Pbc5	0.83	20.43	0.38	3.4	
6	Pbc6	0.71	15.05	0.45	5.51	
	B. PERCEIVED NORM					**0.61**
7	Pnm1	0.71	16.02	0.69	5.64	
8	Pnm2	0.78	19.99	0.61	4.65	
9	Pnm3	0.74	21.52	0.37	5.64	
10	Pnm4	0.78	23	0.54	4.97	
11	Pnm5	0.81	22.89	0.42	4.15	
12	Pnm6	0.69	15.68	1.01	6.03	
	C. ATTITUDE					**0.74**
13	Att1	0.83	33.63	0.41	4.16	
14	Att2	0.76	21.61	0.4	5.15	
15	Att3	0.80	28.47	0.59	4.69	
	D. INTENTION					**0.95**
16	Int1	0.88	*	0.21	3.09	
17	Int2	0.86	34.72	0.22	3.33	
18	Int3	0.92	35.62	0.18	2.22	
	E. BEHAVIORAL					**0.90**
19	Bhv1	0.82	*	0.38	4.14	
20	Bhv2	0.87	24.93	0.3	3.18	
21	Bhv3	0.86	23.38	0.32	3.49	
22	Bhv4	0.87	24.85	0.22	3.39	
23	Bhv5	0.90	27.25	0.18	2.87	
	F. WILLINGNESS TO BE AGENT OF CHANGE					**0.89**
24	Wac1	0.86	*	0.39	3.51	
25	Wac2	0.82	25.55	0.4	4.32	
26	Wac3	0.88	29.79	0.21	3.22	
27	Wac4	0.87	29.21	0.24	3.55	
28	Wac5	0.89	29.9	0.29	3.09	
29	Wac6	0.87	28.02	0.39	3.4	
30	Wac7	0.88	31.12	0.23	3.26	

Assessing the goodness of fit is the main objective in SEM to find out to what extent the hypothesized model was “fit” the data sample. The fitness index of the model was shown in Table 4 below.

Table 3. Goodness of Fit Indices Model

Indeks	**Kriteria**	**Model**
Degrees of Freedom	relatif kecil	381
Chi-Square	relatif kecil	411.19
Probability	**> 0,005**	**0.1379**
RMSEA	**< 0,08**	**0.019**
Standardized RMR	**< 0,08**	**0.054**
Comparative Fit Index (CFI)	**> 0,95**	**1.00**
Goodness of Fit Index (GFI)	> 0,90	0.79
Adjusted Goodness of Fit Index (AGFI)	> 0,90	0.74
Parsimony Goodness of Fit Index (PGFI)	> 0,60	0.64

The model has a probability value (P. 0.1379), RMSEA = 0.019, SRMR = 0.054, GFI > 0.74, and PGFI = 0.64. The model is quite compatible with the data, can be used for structural analysis. Based on the overall measurement of the "goodness of fit" above, it indicates that the model proposed in this study was accepted.

The following presents the parameter estimates of the structural model and structural model equations.

Table 4. Structural Model Parameter Estimation

Model	Variabel Dependen	Variabel Independent	*Koefisien*	*Nilai t*	*Sig.*	R^2
I	Intention	PBC	0.16	1.24		0.81
		Norm	-0.14	-0.31		
		Attitude	0.89	1.8	**	
II	Behavior	Intention	0.61	3.79	*	0.9
		PBC	0.36	3.38	*	
		Attitude	0.04	0.27		
III	Willingness	Behavior	0.7	4.06	*	0.87
		PBC	-0.58	-3.88	*	
		Attitude	0.73	5.09	*	

*Note: Significant at 5% alpha; ** Significant at 10% alpha.*

Analysis Table 5:

• The structural model equation is as follows:

Structural Equations

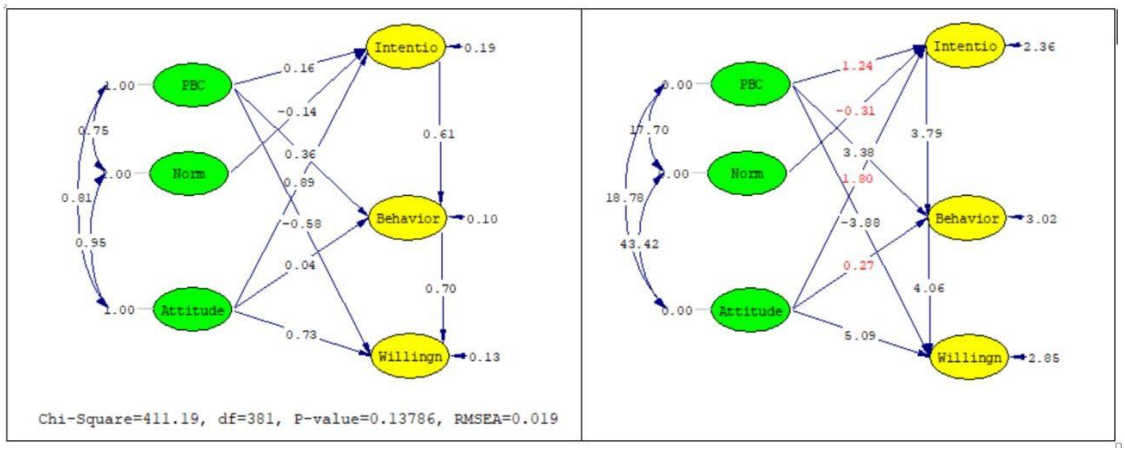
Intentio = 0.16*PBC – 0.14*Norm + 0.89*Attitude, R^2 = 0.81
Behavior = 0.61*Intentio + 0.36*PBC + 0.042*Attitude, R^2 = 0.90
Willingn = 0.70*Behavior – 0.58*PBC + 0.73*Attitude, R^2 = 0.87

• The reduced form (total effect) model equation is as follows:

Reduced Form Equations

Behavior = 0.46*PBC – 0.082*Norm + 0.58*Attitude, R^2 = 0.83
(0.12) (0.26) (0.32)
3.88 -0.31 1.82
Willingn = - 0.26*PBC – 0.057*Norm + 1.14*Attitude, R^2 = 0.79
(0.14) (0.18) (0.24)
-1.84 -0.32 4.85

Figure 6. Structural Model



Based on the results of the structural model equation analysis, the results of hypothesis testing can be obtained to analyze the relationships in the structural model. The relationships between variables can be seen from standardized regression weight values which show the coefficient of influence of the variable X on Y in the following table:

Table 5. Hypothesis Test Results

Relation between Variables	Estimate	S.E.	C.R	P	Hypothesis
H1: Perceived Behavioral Control (PBC) affects Intention	0.16	0.129	1.24	0.216	Not Supported
H2: Perceived Norm (PN) affects Intention	-0.14	0.452	-0.31	0.757	Not Supported
H3: Attitude affects Intention	0.89	0.494	1.8	0.073	Supported (at α=10%)
H4: Perceived Behavioral Control affects Behavioral	0.36	0.107	3.38	0.001	Supported
H5: Perceived Behavioral Control affects Attitude	0.04	0.148	0.27	0.787	Not Supported
H6: Intention affects Behavioral	0.61	0.161	3.79	0.000	Supported
H7: Perceived Behavioral Control affects willingness to be agent of change	-0.58	0.149	-3.88	0.000	Supported
H8: Attitude affect willingness to be agent of change	0.73	0.143	5.09	0.000	Supported
H9: Behavioral affect willingness to be agent of change	0.7	0.172	4.06	0.000	Supported

Based on the table above, the relationship between variables can be explained as follows. First, the effect of Perceived behavioral Control on Intention was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.16 and a value of CR 1.24. This shows that the PBC factor is not significant to intention. In this case, the level of participants' PBC perceptions is generally high but not followed by a high level of perception on intention, but different. Second, the effect of Perceived Norm on intention was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of -0.14 and a value of CR -0.31. These findings indicate that the perceived norm factor is not significant to intention (-0.14). In this case, the level of the participants' perceived norm varies greatly, while the level of the participants' perception of intention is relatively the same.

Third, the effect of attitude on intention was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.89 and a value of CR 1.8. This result shows that the effect of attitude is quite significant, but the variation is still quite large (t. 1.80). in this case, the participant's level of perception of

attitude drives the same level of perception of intention. Furthermore, the effect of PBC on behavior was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.36 and a value of CR 3.38. These findings indicate a significant direct effect of PBC on behavior. In this case, the participants' PBC perception level is generally high, followed by a high level of perception on behavior. Fourth, the effect of attitude on behavior was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.04 and a value of CR 0.27. These findings indicate that the direct effect of attitude is not significant on behavior.

Further, the effect of intention on behavior was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.61 and a value of CR 3.79. These findings indicate a significant effect of intention on behavior. based on the reduced model, behavior is influenced (driven) by attitude (0.58) and PBC (0.46). The influence of attitude is more dominant indirectly through intention (0.89 x 0.61 = 0.54), while PBC is direct. In addition, the effect of PBC on willingness to be an agent of change was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.61 and a value of CR 3.79. These findings show that the effect of PBC is significant on the willingness to be a change. Then, the effect of attitude on willingness to be an agent of change was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.73 and a value of CR 5.09. This finding shows that attitude has a significant effect on willingness to be an agent of change. Also, the behavioral effect on willingness to be an agent was indicated by the estimated parameter value of the standardized regression weight coefficient which showed a value of 0.7 and a value of CR4.06. The findings show a significant behavioral influence on the willingness to participate.

DISCUSSION

The findings of the descriptive analysis, most respondents are willing to encourage the adoption of green economy practices, which are reflected by several criteria, including attitude, perceived norm, perceived behavior control, intention, and conduct. Respondents (the younger generation) have implemented environmentally friendly practices proven by the high percentage of answers (above 87%). The most dominant answer is using water as needed (96%), followed by managing consumption activities that are environmentally friendly (94%), using energy wisely and efficiently (93%), participating in environmental preservation and managing waste properly (87%). The high environmentally friendly behavior is directly proportional to the high interest in participating in the success of the green economy (>76%). Consecutively, the highest score (89%) is the intention to invite other people to be aware of the importance of carrying out environmentally friendly activities and prevent further environmental damage. Followed by willing and happy to be involved in activities to save the environment such as planting trees (88%), inviting others to behave environmentally friendly (86%), and dedicating time and commitment to being a person who can set a positive example to make changes to prevent further environmental damage severely (82%), feel proud to be part of a community that can remind others to be more aware of the importance of carrying out environmentally friendly activities in their daily activities (81%), want to join a community of environmentalists (76%). The research results also show that most respondents (83%) believe in the positive impact of being involved as a green economy actor (co-creation value).

These findings can be used as the foundation for creating modeling to hasten and expedite the adoption of green economy practices by enlisting the next generation as change agents (influencers and catalysts). Influencers play a crucial role in the age of digital technology when it comes to encouraging younger generations to become involved in their communities through social media. According to the field research, the following categories can be used to classify online media (website, Facebook, Twitter, YouTube, and WhatsApp), which respondents believed to be particularly significant in the development of attitudes and behavior connected to environmental concern: YouTube (89%) and WhatsApp (89%) are ranked first, websites (82%), Facebook (69%), and Twitter (64%).

The results of the analysis show that attitude, behavior and perceived behavior control have a significant effect on the willingness to be agent of changes. These findings indicate approval to be agents of change to prevent environmental damage. Willingness to be an agent of change is shown in various activities carried out by the younger generation, such as the desire to invite others to carry out environmentally friendly behavior, join a community of lovers, carry out environmentally friendly behavior which has never been done so far, the intention to invite other people to do environmentally friendly behavior, dedicating time and committed to being someone who can set a positive example to make changes to prevent further environmental damage, feel proud to be part of a community that can remind others to be more aware of the importance of carrying out environmentally friendly activities in their daily lives and are willing and happy to be involved in activities to save the environment.

The effect of attitude on the willingness to participate shows a positive attitude of the young generation in the form of concern for the environment that can trigger willingness to participate (to be agent of change). Attitude is represented by several activities such as the experience of witnessing negative environmental impacts demands high awareness, the formation of a caring attitude towards the environment is formed by the school environment (formal) and non-formal (organizational members, community). The results of the hypothesis test show that perceived behavioral control or views in carrying out environmental activities can encourage the willingness to participate. Perceived Behavior Control is represented by several conditions such as the importance of environmental preservation, pollution prevention, impact on long-term welfare and being able to carry out environmentally friendly activities that have an impact on willingness to participate.

More significantly, the results of this study found that behavior has a significant effect on the willingness to be an agent of change. Real behavior is shown as environmentally friendly behavior which greatly influences the willingness to be an agent of change. Real behavior is represented by carrying out waste management properly, using energy wisely and efficiently, using water as needed, managing consumption activities that are environmentally friendly and participating in environmental maintenance.

The results of the study show that Perceived Behavioral Control and Perceived Norms have not had a significant effect on intention. These findings indicate that personal perceptions and perceptions of norms are still not fully capable of being a strong motivating factor for the younger generation's intention to implement green economy practices. Interesting findings that perceived behavior control, perceived norms and attitudes have a positive effect on behavior and have an impact on the willingness to be agents of change in the younger generation, can be the basis for future strategy development such as using the right media (social media) to increase information, outreach and education about environment, provision of environmentally friendly public facilities and infrastructure, increasing knowledge about the environment related to environmental damage solutions, encouraging stakeholder participation to help communicate knowledge about the environment by compiling attractive programs.

The results of this research are in line with several previous studies. Setyorini (2020) found that the younger generation wants to take more active role in environmental issues by building engagement with stakeholders. Research from to expert (Ismulyati, Ngarbingan, & Ginting, 2022; Christiani, Kristina, & Rahayu, 2017; Stren, 2000) examines the younger generation (Gen Z) in several countries including Indonesia and stated this generation is aware and wants to minimize the negative environmental impact of the tourism sector. Other researchers (Anwar, Achiraeniwati, & Djaohari, 2020; Kwistianus, Hatane, & Rungkat, 2020; Masdar, 2016; Maria, Lanisy, & Ginting 2022; Maria, Maesaroh, & Ginting, 2022) stated that younger generation has an interest in environmental issues and has implemented environmentally friendly behavior. Climate change, pollution, and loss of natural resources are the issues that awaken younger generation’s awareness to be the agent of change (Amnesty International).

CONCLUSION

Involving younger generation as agents of change (influencers and catalysts) to accelerate the implementation of green economy practices is an interesting phenomenon that become the subject of the discussion in this article by proposing a model based on behavioral aspects. As agents of change, they can set an example, invite and campaign for environmentally friendly behavior to a wider community. The results of the research (analysis of research modeling) on 229 respondents (the younger generation) indicated positive things, namely the significant influence of attitude, perceived behavioral control and behavior on the willingness to be an agent of change. Descriptively, the findings in the field also indicate a positive signal that respondents (the younger generation) have implemented environmentally friendly practices and are interested in participating in the success of the green economy campaign. The role of an agent of change is strengthened using two theoretical bases, namely the Theory of Reasoned Action Approach and the Theory of Willingness to Participate. The results of the model analysis show that the latent variables that directly affect the desire to become agents of change are: (1) collective motives, (2) social motives, and (3) environmentally friendly behavior that has been carried out by respondents. There are 2 important factors that trigger willingness to be agents of change, namely intention and behavior.

In addition to the behavioral aspects, young people as actors and green customers need to find strategies that can accelerate the role of young people as agents of change by involving stakeholders. Among them, businesspeople can involve the younger generation to become influencers and catalysts for educating, socializing the importance of an environmentally friendly movement, and involving them in CSR activities. The role of other stakeholders such as the government, NGOs, and academics in the successful implementation of the green economy is an important part of supporting the implementation of SDG No. 12, namely responsible consumption and production. The

scope of SDG 12 is sustainability. Sustainability is a combination of the three pillars of development, environment, social and economy so that the strategy made is within the scope of sustainability which is larger than the scope of the environment.

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We declare no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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