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Does Green Thinking Lead to Green Purchasing? Determinants of Sustainable Consumption Behavior of Indonesian Muslim Scholars

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ABSTRACT

The growing awareness of climate change and environmental issues has led to the rise of green consumerism and heightened global environmental concerns. As individuals become more mindful of their role in preserving the environment, green consumerism has gained significant traction. This research is distinctive in its integration of Islamic religiosity and environmental concern as additional factors within the Theory of Planned Behavior (TPB), a widely established framework in behavioral studies. Using a quantitative approach, the study investigates the factors shaping sustainable behavior among Muslim academics in Indonesia, with an emphasis on expanding the TPB by incorporating two new variables: religiosity and environmental concern. The results highlight a discrepancy between attitudes and behaviors, particularly in relation to green purchasing patterns. These findings contribute to the development of the TPB, enhancing its explanatory power by including religious and environmental concerns as key determinants of sustainable consumption behavior.

Keywords: *Sustainable consumption, climate change, green purchasing*

A. INTRODUCTION

Over the last century, advancements in the economic and social sectors have transformed the core of global economic activities, global consumption and production, into a destructive force that degrades the planet's natural environment and resources and causes many environmental problems such as increased carbon dioxide levels, greenhouse gas emissions, polluting water bodies, deforestation, and wildlife damage. The growing challenges of climate change and increasing environmental awareness have driven the global expansion of eco-conscious consumer behavior and the responsibility of businesses to adopt sustainable

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practices (Hamilton & Zilberman, 2006). Green consumption is gaining popularity as people become more conscious of their duties to maintain the environment. In summary, economic expansion has caused severe environmental damage. The rising attention on environmental issues might be seen as an indication that environmental concerns are becoming a potential worry for corporations and strategy makers. All industrial sectors must create more ecologically friendly environments. Individuals are lowering their carbon footprints by engaging in ecologically beneficial behaviors such as purchasing eco-friendly items.

Green consumption benefits both one's health and the environment (Leonidou et al., 2013). Multinational manufacturing companies are focusing on green marketing and making regular attempts to develop green products to match changing client requirements, detecting an opportunity. Green products are ecologically friendly or sustainable which means they do not harm the environment or deplete natural resources and may be recycled or conserved (Kim et al., 2013). People's views about the environment and the products they buy are shifting as environmental awareness grows (Chua et al., 2016).

Consumers are increasingly inclined to support environmental conservation and adopt more eco-conscious behaviors. Nevertheless, individual consumption practices continue to play a substantial role in environmental harm (Goycer & Oflac, 2017). Consumers are crucial in encouraging a nation's green revolution (Sun & Wang, 2020). Furthermore, rising consumer demand for green products has compelled more enterprises to improve their environmental performance in the marketplace (Kumar & Abdin, 2021; Liu et al., 2020). Therefore, a deeper examination of the determinants shaping consumer preferences for environmentally responsible consumption is essential (Nguyen et al., 2017; Wu & Cheng, 2019; Yen et al., 2017a). Educating consumers is considered an effective strategy for promoting environmentally friendly products. When a community attains a certain level of economic stability, fostering sustainable consumption through consumer education becomes a viable approach (Sari et al., 2020). Moreover, they underscored the growing importance of the roles played by both the government and educational institutions in promoting consumer education. Well-designed educational initiatives are crucial, not only for expanding the knowledge of the intended audience but also for fostering environmental awareness, especially among younger generations.This study is distinctive in its approach, as it will be the first to integrate Islamic religiosity and environmental concern as additional factors within the Theory of Planned

Behavior, a framework that has long been considered a cornerstone in behavioral research. Furthermore, this research will explore the green attitudes and behaviors of Muslim intellectuals in Indonesia, an area that remains relatively underexplored in the existing literature specifically around sustainable consumption.

B. THEORITICAL

The TPB was developed from the theory of reasoned action and has been widely employed to study behavioral intentions and actual behavior (Ajzen, 1991a; Yen et al., 2017b) The Theory of Planned Behavior (TPB) aims to anticipate an individual's intention to perform a particular action within a given context. This framework was developed to account for behaviors that individuals can consciously regulate. A central element of the theory is behavioral intention, shaped by one's perception of the probability that the action will yield the desired result, as well as by the personal assessment of its potential advantages and drawbacks. The TPB has successfully predicted and explained a wide range of health behaviors and intentions including smoking, drinking, health-care usage, breastfeeding, and drug use, among others. According to the TPB, behavioral accomplishment is determined by both motivation (intention) and ability (control). It differentiates three sorts of beliefs: behavioural, normative, and control. The TPB is made up of six constructs that together indicate a person's genuine control over their actions.

According to (Kahle et al., 2005), the role of religiosity has received limited attention in consumer research. Nevertheless, some studies have incorporated religious perspectives to better understand consumer behavior based on the notion that religion and religiosity serve as fundamental aspects of social values within a society. Religiosity can be understood as an individual's cognitive disposition with its significance varying according to personal priorities. Several studies suggest that religiosity influences both personality and behavior. Moreover, religion functions as a guiding framework for individuals in adapting to circumstances. Religiosity can be measured through two distinct approaches: intrinsic religiosity and extrinsic religiosity. Findings from various studies suggest that an individual's level of religiosity may have an impact on their intentions (Hassan, 2014a). Within the context of environmentally conscious purchasing among middle-class Muslims in Malaysia, a strong adherence to religious principles has been found to positively affect individuals' intentions. Accordingly, a deeper comprehension and practice of Islamic teachings is associated with a

greater willingness to endorse and align with governmental initiatives aimed at promoting environmentally responsible behavior among the broader public. Within this context, a strong comprehension of Islamic teachings may enhance public support for government initiatives such as paid plastic bag policies. Such understanding can also foster greater environmental awareness among consumers, encouraging more ecologically responsible consumption patterns. Grounded in relevant theoretical frameworks and prior empirical evidence, this study formulates the following hypotheses:

H1: Religiosity has positive significant effect towards attitude.
H2: Religiosity has positive significant effect towards subjective norms.
H3: Religiosity has positive significant effect towards perceived behavior control.
H4: Religiosity has positive significant effect towards intention.

Ecological concern refers to an individual's ability to recognize and interpret environmentally related actions, indicators, concepts, and expressions (Laroche, Bergeron, & Barbaro Forleo, 2001). Environmental literacy has been identified as a key element in fostering environmentally responsible attitudes and practices. Corresponding to (Hill & Lynchehaun (2002), understanding environmental issues plays a critical role in addressing ecological challenges. As consumers become more informed and environmentally literate, the likelihood of fostering intentions to engage in eco-friendly purchasing increases (Mahesh & Ganapathi, 2012).

H5: Ecological concern has positive significant effect towards attitude.
H6: Ecological concern has positive significant effect towards subjective norms.
H7: Ecological concern has positive significant effect towards perceived behavior control.
H8: Ecological concern has positive significant effect towards intention.

Within the field of environmentally conscious consumer behavior, attitudes toward eco-friendly products are shaped by how individuals evaluate the outcomes of sustainable purchasing practices, whether these outcomes are viewed favorably or unfavorably (Chen & Deng, 2016). The theory of planned behavior posits that an individual's attitude plays a crucial role in shaping behavioral intentions (Ajzen, 1991b). Among the various determinants, attitude has been identified as the primary predictor of intentions related to environmentally conscious purchasing (Tsen et al., 2006).

H9: Attitude has positive significant effect towards consumer sustainable consumption.

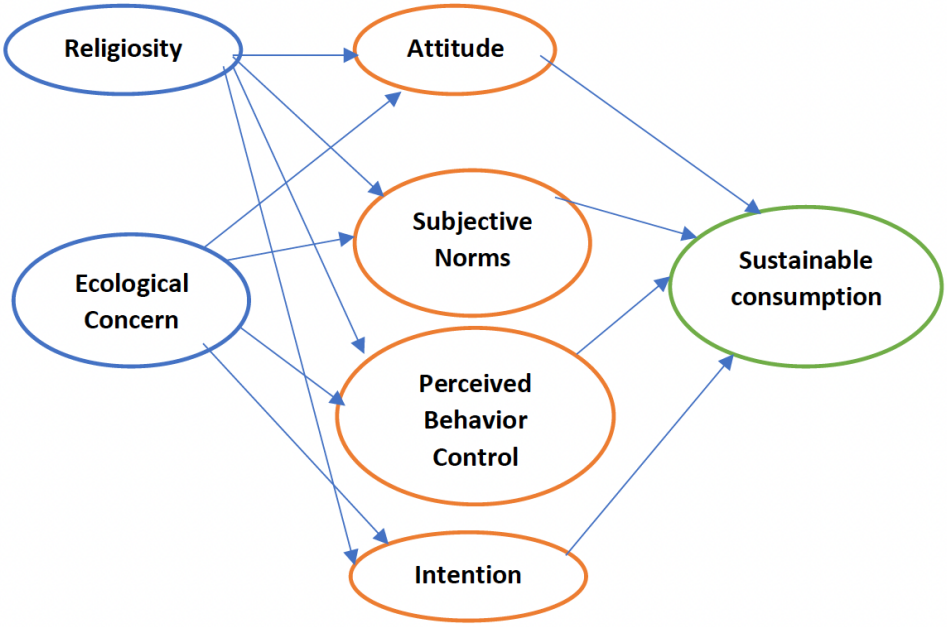

Figure 1. Conceptual Framework

C. METHODOLOGY

This research employs a quantitative approach through hypothesis testing, statistical measurement, and evaluative decision-making to arrive at informed conclusions. The target population comprises Muslim scholars, although the precise number of individuals within this group is indeterminate. Primary data will be obtained using a combination of offline and online distribution methods to maximize participant target, with a minimum target of 250 completed questionnaires. The survey instrument will be administered through both physical and digital channels to enhance response rates.

This study employed a purposive sampling approach, targeting Muslim academics affiliated with Islamic State Higher Education Institutions (PTKIN) in Indonesia. The term "academics" in this context encompasses lecturers, administrative staff, undergraduate and postgraduate students, as well as alumni of PTKIN. To gain a more nuanced understanding of sustainable lifestyles within selected institutions, the researchers also conducted interviews with key stakeholders. These included the Vice Dean for Academic Affairs and the Head of the Study Program of four PTKIN (from Sumatera and Java), who provided insights into the curriculum and institutional policies implemented to promote

sustainable practices with a particular emphasis on environmentally responsible consumption.

This study employs Structural Equation Modeling (SEM) for analytical purposes, utilizing the Partial Least Squares (PLS) approach through SmartPLS 3 software to examine the relationships between exogenous and endogenous variables. SEM serves as a comprehensive multivariate method that integrates elements of component analysis and regression, enabling the examination of associations both among observed indicators and between latent constructs.The conceptual model in PLS-SEM is developed based on prior research and logical reasoning, as it requires both theoretical grounding and construct specification. Unlike covariance-based SEM, PLS-SEM does not require data to satisfy the assumption of normal distribution. This makes it a suitable alternative, particularly in situations where data exhibit non-normal characteristics. Additionally, PLS-SEM is appropriate for studies with limited sample sizes and does not necessitate random sampling. Consequently, non-probability sampling techniques—such as purposive or convenience sampling—can be effectively employed within this analytical framework. From the perspective of predictor variables, Partial Least Squares (PLS) is capable of accommodating a large number of independent variables, including those exhibiting multicollinearity (Garson, 2016). In the context of Structural Equation Modeling (SEM), the approach typically involves cross-sectional data and is theory-driven, employing path analysis to examine causal relationships among predictors and between predictors and outcome variables. PLS serves as an alternative estimation technique within SEM, offering a flexible approach to model estimation, particularly in complex models or those with small sample sizes.

Table 1. Variables' References

Variables	Previous research
Religiosity (X1)	Rafsanjani, E (2020)
Ecological concern (X2)	Adu Tutu et al (2013)
Attitude (X3)	Yang, E et al (2018)
Subjective Norms (X4)	Yang, E et al (2018)
Perceived Behavior Control (X5)	Yang, E et al (2018)
Intention (X6)	Yang, E et al (2018)
Sustainable consumption (Y)	Yang, E et al (2018)

D. RESULTS AND DISCUSSION

This study employs a well-structured questionnaire designed to capture key dimensions of sustainable consumption. Participants responded to a total of 43 questions. Data collection was conducted through both online distribution via Google Forms and offline administration using printed copies. The questionnaire consists of two sections, with the first focusing on demographic and socioeconomic characteristics, including age, gender, marital status, and education level. The second section explores the factors influencing sustainable consumption behavior among Indonesian Muslim scholars by expanding upon the Theory of Planned Behavior (TPB). In terms of gender distribution, 37.31% of the respondents are male, while 62.69% are female. A summary of the respondents' characteristics is presented in Table 2 below.

Table 2. Respondents' Descriptive statistics

Characteristics	Categories	N	%
Gender	Male	97	37,31
	Female	163	62,69
Marital Status	Single	197	24,23
	Married	63	75,77
Age Cohort	Baby boomers	2	0,76
	Gen X	12	4,62
	Gen Y	65	25
	Gen Z	181	69,62
Education	High School		58,08
	Bachelor	43	16,54
	Master	60	23,08
	Postgraduate	6	2,31

Source: Processed Data (2024)

The questionnaire assessed seven constructs with all measurement items adapted or refined from prior research. A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used for all items. Since the original measures were developed in English, they were translated into Bahasa Indonesia to ensure linguistic accuracy and conceptual equivalence.

Model Rating Measurement

The initial step in evaluating a measurement model involves assessing its convergent validity and reliability which can be determined through indicator loadings, composite reliability, Cronbach's alpha, and average variance extracted. This assessment aims to confirm the validity and reliability of the model. Four key aspects are examined: indicator loadings, internal consistency reliability, convergent validity, and discriminant validity. The evaluation process begins with analyzing the indicator loadings representing the correlation between a variable and its corresponding items. Indicators with outer loadings below 0.40 should be excluded from the construct, as they do not sufficiently contribute to the measurement model (Hair et al., 2016). It is advisable for factor loadings to exceed 0.7, as this suggests that the underlying construct accounts for a substantial proportion—specifically over half—of the variance observed in the associated indicator (Hair et al., 2019). However, Hair et al., (2016) note that in social science research, particularly when employing newly developed measurement scales, it is common for researchers to retain indicators with outer loadings below the conventional threshold of 0.70. Rather than discarding such items outright, it is advisable to assess the implications of their removal on both composite reliability and the construct's content validity. In line with this approach, the present study excluded several indicators due to insufficient outer loadings: one item from ecological concern (EC2), one from perceived behavioral control (PBC4), and four from sustainable consumption (SC1, SC2, SC10, and SC11). As a result, 34 out of the original 43 items were retained for subsequent analysis.

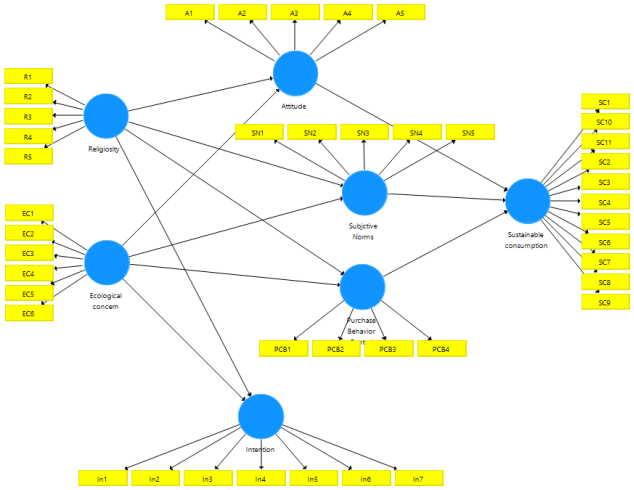

Figure 2. The initial model in PLS-SEM

The subsequent stage involved evaluating internal consistency reliability, commonly referred to as Composite Reliability (CR). A higher CR value reflects, a stronger level of reliability is. In addition to CR, Cronbach's alpha was also employed as an indicator of internal consistency although it typically yields lower values despite relying on similar benchmark criteria (Hair et al., 2019). Based on the analysis, both Cronbach's alpha and composite reliability scores for all measured constructs exceeded the minimum acceptable threshold of 0.6 and remained below the upper limit of 0.95. These findings suggest that the internal consistency reliability of the constructs is satisfactory. The third stage involves evaluating the convergent validity of each construct by calculating the Average Variance Extracted (AVE). According to (Hair et al., 2019), an AVE value of 0.5 or higher indicates an adequate level of convergent validity. As presented in Table 3, all constructs demonstrate AVE values exceeding this benchmark, confirming their adequacy. Subsequently, the final phase of the measurement model assessment—discriminant validity—was carried out. This analysis reflects the factor loadings of the revised model excluding items that had been removed during the validation process.

Table 3. Convergent Validity and Reliability

Composite	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Attitude		**0.905**	**0.930**	**0.725**
A1	0.816			
A2	0.861			
A3	0.886			
A4	0.861			
A5	0.854			
Ecological Concern		**0.744**	**0.854**	**0.662**
EC 1	0.825			
EC 3	0.773			
EC 4	0.840			
Intention		**0.905**	**0.925**	**0.639**

In1	0.763			
In2	0.786			
In3	0.857			
In4	0.779			
In5	0.789			
In6	0.876			
In7	0.736			
Perceived Behavior Control		**0.754**	**0.859**	**0.670**
PBC1	0.789			
PBC2	0.867			
PBC3	0.799			
Religius Belief		**0.850**	**0.891**	**0.621**
RB1	0.810			
RB2	0.822			
RB3	0.751			
RB4	0.777			
RB5	0.779			
Subjective Norms		**0.871**	**0.912**	**0.723**
SN1	0.859			
SN2	0.878			
SN3	0.881			
SN4	0.779			
Sustainable Consumption		**0.916**	**0.933**	**0.666**
SC3	0.776			
SC4	0.804			
SC5	0.846			
SC6	0.855			
SC7	0.828			
SC8	0.849			
SC9	0.748			

Source: Processed Data (2024)

As presented in Table 3, the values for loading factor, composite reliability, Cronbach's alpha, and average variance extracted satisfy the established criteria—0.7 for loading factor, Cronbach's alpha, and composite reliability, and

above 0.5 for average variance extracted. These results indicate that the measurement model demonstrates acceptable levels of validity and reliability. The final assessment in this preliminary phase involves testing discriminant validity. Indicators used to evaluate this, including the Fornell-Larcker criterion and cross-loading values, are detailed in Table 4.

Table 4. Discriminant Validity

	ATTITUDE	ECOLOGICAL CONCERN	INTENTION	PERCEIVED BEHAVIOR CONTROL	RELIGIOSITY	SUBJECTIVE NORMS	SUSTAINABLE CONSUMPTION
Attitude	**0.852**						
A1	0.816	0.405	0.429	0.221	0.507	0.338	0.335
A2	0.861	0.414	0.389	0.284	0.502	0.437	0.333
A3	0.866	0.431	0.438	0.231	0.489	0.331	0.313
A4	0.861	0.483	0.481	0.344	0.504	0.379	0.400
A5	0.854	0.489	0.474	0.323	0.540	0.419	0.383
Ecological concern	**0.524**	**0.813**					
EC1	0.455	0.825	0.462	0.334	0.443	0.415	0.420
EC3	0.371	0.773	0.427	0.387	0.247	0.378	0.358
EC4	0.449	0.840	0.498	0.397	0.410	0.419	0.493
Intention	**0.517**	**0.569**	**0.799**				
In1	0.520	0.482	0.763	0.433	0.340	0.383	0.474
In2	0.460	0.454	0.786	0.498	0.329	0.307	0.418
In3	0.493	0.570	0.857	0.576	0.322	0.469	0.613
In4	0.286	0.402	0.779	0.571	0.200	0.349	0.570
In5	0.301	0.376	0.789	0.452	0.195	0.293	0.441
In6	0.430	0.498	0.876	0.559	0.264	0.361	0.623
In7	0.405	0.372	0.736	0.422	0.279	0.377	0.450
Perceived Behavior Control	**0.332**	**0.458**	**0.633**	**0.819**			
PBC1	0.275	0.392	0.514	0.789	0.130	0.344	0.407
PBC2	0.276	0.382	0.553	0.867	0.186	0.416	0.503
PBC3	0.266	0.354	0.492	0.799	0.179	0.447	0.556
Religiosity	**0.598**	**0.454**	**0.346**	**0.203**	**0.788**		
R1	0.480	0.341	0.239	0.111	0.810	0.295	0.224
R2	0.432	0.320	0.198	0.143	0.822	0.320	0.174
R3	0.343	0.254	0.160	0.104	0.751	0.269	0.137
R4	0.456	0.394	0.256	0.115	0.777	0.266	0.170
R5	0.575	0.430	0.416	0.271	0.779	0.392	0.291
Subjective Norms	**0.448**	**0.498**	**0.458**	**0.494**	**0.401**	**0.850**	
SN1	0.406	0.438	0.381	0.465	0.333	0.859	0.515
SN2	0.397	0.441	0.449	0.443	0.335	0.878	0.529
SN3	0.437	0.430	0.419	0.415	0.375	0.881	0.563
SN4	0.277	0.382	0.302	0.356	0.319	0.779	0.504
Sustainable consumption	**0.416**	**0.524**	**0.651**	**0.602**	**0.266**	**0.621**	**0.816**
SC3	0.420	0.497	0.631	0.484	0.360	0.496	0.776
SC4	0.344	0.387	0.567	0.488	0.259	0.465	0.804
SC5	0.301	0.423	0.437	0.469	0.192	0.430	0.846
SC6	0.318	0.439	0.511	0.503	0.194	0.500	0.855
SC7	0.283	0.390	0.500	0.512	0.089	0.525	0.828
SC8	0.361	0.462	0.576	0.546	0.197	0.573	0.849
SC9	0.334	0.379	0.471	0.418	0.214	0.539	0.748

Source: Processed Data (2024)

Model Assessment

The R2 values shows low corelations between exogenous and endogenous variables since the numbers are less than 0.5.

Table 6. RÇ Results

	R Square	R square adjusted
Attitude	0,438	0,433
Intention	0,333	0,328
Perceived Behavior Control	0,210	0,204
Subjective Norms	0,286	0,281
Sustainable Consumption	0,577	0,571

Source: Processed Data (2024)

Next, it is shown that Table 6 confirms various indicators of extended theory planned behavior show a positive correlation with sustainable consumption.

Table 6. Path Coefficient of The Model

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Interpretation
Attitude -> Sustainable Consumption	0.000	0.047	0.056	**0.955**	*Not Significant*
Ecological Concern -> Attitude	0.312	0.050	6.338	**0.000**	*Significant*
Ecological Concern -> Intention	0.520	0.055	9.551	**0.000**	*Significant*
Ecological Concern -> Perceived Behavior Control	0.461	0.066	7.021	**0.000**	*Significant*
Ecological Concern -> Subjective Norms	0.401	0.064	6.169	**0.000**	*Significant*
Intention -> Sustainable Consumption	0.364	0.070	5.149	**0.000**	*Significant*
Perceived Behavior Control -> Sustainable Consumption	0.190	0.077	2.520	**0.012**	*Significant*
Religiosity -> Attitude	0.447	0.081	5.617	**0.000**	*Significant*
Religiosity -> Intention	0.117	0.052	2.087	**0.037**	*Significant*

Religiosity -> Perceived Behavior Control	0.004	0.059	0.103	**0.918**	*Not Significant*
Religiosity -> Subjective Norms	0.215	0.062	3.581	**0.000**	*Significant*
Subjective Norms -> Sustainable Consumption	0.364	0.058	6.132	**0.000**	*Significant*

Source: Processed Data (2024)

Among the proposed hypotheses, only two did not fulfill the criteria for empirical support. The findings indicate an absence of statistically significant effects, as reflected in the t-statistic and p-value for the first unsupported hypothesis ($t = 0.056 < 1.96$; $p = 0.995 > 0.005$), suggesting that attitude does not exert a positive influence on sustainable consumption. Similarly, the tenth hypothesis—which examined the relationship between religiosity and perceived behavioral control—was also unsupported, with a t-statistic of 0.056 and a p-value of 0.918, both falling outside the threshold for significance. Nevertheless, as presented in Table 6, the path coefficients (β) for the remaining constructs of the Theory of Planned Behavior are positive, indicating that the model is partially validated.

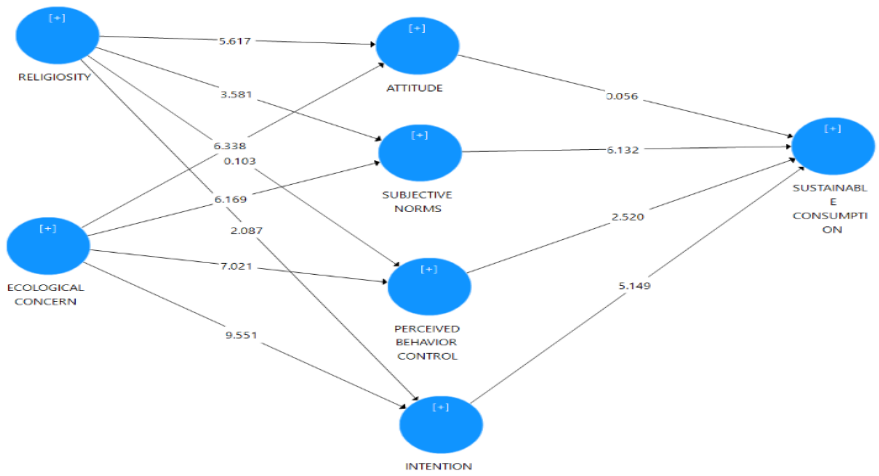

Figure 3. Empirical Model of Sustainable Consumption in Indonesian Muslim Scholars

DISCUSSION

This study introduces two supplementary variables—religiosity and ecological concern—to enhance the Theory of Planned Behavior (TPB). Both variables were empirically validated, showing a positive and statistically significant influence on all core components of TPB: attitude, subjective norms, perceived behavioral control, and intention. Among these, ecological concern emerged as particularly influential in shaping environmentally responsible consumption. Defined as the capacity to modify personal habits and mitigate environmental impact, ecological concern is shaped by interplay of cognitive, affective, and behavioral dimensions (Schlegelmilch et al., 1996). A considerable body of scholarly work suggests that individuals purchase environmentally friendly products primarily due to their ecological values and concerns. Religiosity, understood as a cognitive disposition, is recognized as a factor that varies in significance depending on an individual's personal priorities and motivations. According to several research findings, one's religion might alter his aim (Hassan, 2014b). A Muslim's level of religiosity can be reflected through their depth of understanding, conviction, implementation, and reverence for Islamic teachings. As a faith that positions itself as a source of mercy for all creation, Islam provides comprehensive guidance on the ethical treatment of the environment. Accordingly, it is reasonable to infer that individuals with a stronger grasp of and commitment to Islamic principles in everyday life are likely to exhibit greater sensitivity and responsibility toward environmental concerns.

Attitudes—referring to an individual's assessment of a particular behavior as positive or negative—are shaped through consideration of the potential outcomes associated with performing that behavior. This finding aligns with the results of (Ramayah et al., 2010) who observed that attitudes toward green products do not necessarily influence intentions to purchase them. A considerable portion of the participants in this study belonged to the younger demographic, who may exhibit limited concern for environmental issues, potentially due to insufficient exposure to relevant information. Interviews conducted with vice deans and heads of academic programs at several universities revealed that not all institutions have integrated dedicated courses or initiatives aimed at promoting awareness of sustainable living among their academic communities. The concept of subjective norms refers to the perceived social expectations influencing an individual's decision to engage or refrain from certain behaviors. This, in essence, motivates individuals to act in accordance with what they perceive as social

expectations. The findings of this study support earlier research, as both the direct and indirect influences of subjective norms are shown to have a significant positive impact on sustainable consumption behavior.

Furthermore, the data from interviews with campus officials reveal that it is not explicitly stated that universities encourage environmental awareness in their academic programs. Although one academic affairs vice dean stated that the campus has a water refill station for students to use when they bring their own tumbler, he conceded that the institution lacks formal programs applied in courses or research activities.

E. CONCLUSION

This research represents one of the earliest in-depth explorations of the determinants of sustainable consumption within the context of Indonesian Muslims. The results revealed a noticeable discrepancy between individuals' pro-environmental attitudes and their actual purchasing behavior. These insights contribute to the refinement of the Theory of Planned Behavior (TPB), a widely utilized framework in behavioral studies. By incorporating dimensions such as religiosity and ecological concern, the study enhances the explanatory power of TPB in accounting for the factors that shape sustainable consumption practices. The validated research model in this study added religiosity and ecological concern to further make TPB powerful in explaining the factors affecting sustainable consumption behavior.

Future studies can build on and expand this work by investigating the role of mediating or moderating variables such as perceived behavioral control, religious authority subjective standards, or materialistic ideals to better understand the difference between pro-environmental views and actual conduct. Alternatively, future research might employ longitudinal or experimental approaches to examine causal linkages and improve the prediction validity of the TPB model for religiosity and environmental concern.

Moreover, given the facts that not all islamic universities under the ministry of religious affair (PTKIN) have curriculum, regular research and community development programs as well as policy and regulations related to raising awareness on the importance of sustainable lifestyle that may be helpful to combat climate change, it is evident that such agenda is crucial to be initiated at the higher level of authorities, the directorate general of Islamic Higher Education.

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