

NURTURING CONSUMERS' GREEN PURCHASE INTENTION ON NATURAL DYES BATIK DURING CRAFT SHOPPING TOUR IN THE BATIK CITY OF PEKALONGAN INDONESIA

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Abstract: Demand on eco-friendly products is burgeoning, as a form adaptation to climate change mitigation strategy. Hence, environmental issues are still considered as an emerging topic that concerns the tourism sector. Planned Behavior Theory (TPB) describes the formation of environmentally friendly behavior intentions in green purchase intentions of natural batik dyes. Data were obtained from 200 visitors who ever purchased natural dyed batik during their craft shopping tours to the city of Batik, Pekalongan Indonesia. The data were further analyzed using the structural equation modeling (SEM) approach. The initial model's calculation results reveal that green subjective norm has no significant relationship on green purchase intention. Furthermore, green product knowledge and attitude positively impact green purchase intention of batik products made from natural ingredients. The results showed that INELOC does not moderate the relationship between attitude (ATT) on green purchase intention. Craft shopping tour is becoming popular choice of sightseeing bundling offered by travel agents. Besides its positive value, increasing demand on the handicraft shopping also has a negative consequence on the environment. The destruction occurs as a result of rapid growth in consumption, hence, purchasing environmentally friendly products can be a way to minimize the climate change and balancing the ecosystems. Demand on eco-friendly products is burgeoning, as a form adaptation to climate change mitigation strategy. Realizing that the river pollution can endanger people's health, MSMEs have started producing batik with natural dyes. Although the number of MSMEs that produce natural dyed batik products is not high, the Pekalongan City Government is continually socialize the importance of reducing chemical waste and river pollution. These findings have important implications for marketers and policymakers of natural dye batik.

Key words: handicraft shopping tour, Internal Environment Locus of Control, Green Purchase Intention

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INTRODUCTION

Recently, consumer preference for environmentally friendly products is flourishing. The phenomenon of climate change and increasing global warming (Afrinaldy et al., 2017) is the driving factor for increasing public awareness of ecological problems. High level of consumption on non-environmentally friendly products globally have proliferate environmental problems which resulted as pollution in various elements of life (Afrinaldy et al., 2017) such as; water, air (Lou et al., 2017) land, and waste (De Aquim et al., 2019). Thus, the novel green consumption trend among community encourages every member to understand and alter their conventional consumption patterns in their purchase intentions in pursuing environmental sustainability (Ahmad et al., 2020; Brutting et al., 2020; De Aquim et al., 2019; Prakash et al., 2019; Jaiswal and Kant, 2018; Nie et al., 2018). Research on green products' consumer purchase intentions has been widely conducted (Chairy, 2012; Joshi and Zillur, 2015; Mobrezi and Khoshtinat, 2016; Bashir et al., 2019; Agmeka et al., 2019). Kim and Hwang (2020), in their study, explain that the intention of environmentally friendly behavior related to the theoretical framework and product knowledge about the pro-environment in terms of goods (food) delivery services using drones to reduce air pollution from goods delivery vehicles (food). Furthermore, Hsu et al. (2017), in their study on environmental knowledge, attitude, and green purchase intention, found that attitude and subjective norms significantly impact purchase intention of herbal skin care products. From the above explanation, it can be concluded that increasing public awareness of various environmental problems encourages environmentally friendly products' purchase intention. The Planned Behavior Theory (TPB) factor positively affects consumer purchase intentions (Ahmad et al., 2020). According to Hung et al. (2016), in TPB construct, subjective attitudes and norms may have the most significant and most positive effect (Wang et al., 2017). The model that will be developed in this study is consecutive with the research conducted by Guerin and Toland (2020), which is driven by TPB's concept (Ajzen, 1991) that is indirectly related to subjective norms, attitude, and knowledge. Several studies have also been modified to validate purchase intention on environmentally friendly products in accordance to the TPB concept, such as in India, where consumer attitudes and perceived behavioral control are found to be significant in predicting purchase intentions. In contrast, subjective norms did not affect (Paul et al., 2016). Another study conducted in Morocco revealed that women's traditional knowledge is ready to be integrated into natural product development (Montanari and Bergh, 2019). Eco-friendly packaging products, as a study found that purchase intention towards environmentally friendly packaging was significantly influenced by personal norms and attitudes (Prakash and Pathak, 2017). Furthermore, Hsu et al. (2017) found that attitudes, subjective norms, and perceived behavioral control significantly impact green skincare products' purchase intention in Taiwan. Based on those studies, it can be concluded that there is an insufficient number of studies on purchase intention in natural dyes batik products among customers during craft shopping tour, especially in Indonesia. Previous studies on batik in Indonesia (Meutia and Ismail, 2012; Rukayah et al., 2015; Borshalina, 2015) did not focus on green buying intentions but placing higher priority on price instead. However, batik was initially made using natural dyes made from plants, which are the only available dyes in the past (Haake, 1989). Accordingly, the idea (Clean Batik Initiative (CBI), 2013) was implemented by the Indonesian - German Economic Association (EKONID). CBI aims to reduce the negative impact on the environment caused by batik production.

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Pekalongan is a densely-populated coastal zone, the inhabitants are hardworking as they have to cope with the risk of rob and maintain the coastal ecosystems from irresponsible acts. Many careless people trash the beach over time that would harm the seashore. Majority of the people are open minded in maintaining harmonious ecosystem. The communities have coastal zone management systems based on their traditional knowledge and practices. One of the strategy imposed by the local government in saving the environment is through consuming green products.

A study conducted by Bashir et al. (2019) found that behavioral intention towards the environment mediates the relationship between consumers' norms and green consumer behavior. Furthermore, Ng and Law (2015) argued that people with an internal locus of control (LOC) show a positive attitude towards environmentally friendly products. It is due to the belief that their actions are the main determinants of the environment's well-being (Basak and Ghosh, 2011). On the other hand, the result of the study on people who have an external LOC has no impact on the environment because they believe that their purchase will not make a significant environmental change. They tend to believe that this is the government's responsibility or company (Basak and Ghosh, 2011). Individuals with an internal locus of control show a better adaptation to various situations in a more practical way than people who have an external locus of control (Trivedi et al., 2015). If research that explores the impact of internal and external control beliefs on individual pro-environmental behavior, a study conducted by Yang and Weber (2019) developed and tested an integrated environment locus of control (ELOC) model. The results showed that internal ELOC produces positive effects on green behavior. Accordingly, based on the explanation above, INELOC is expected to have a moderating role in this study. Patel et al. (2020) constructed a model in their study which connects internal consumer trends (identity and internal environmental control locus) with the development of TPB to determine green purchase intention. Although the results were consistent with the theoretical basis and supported by empirical evidence, the study limitations suggest further research on more specified green products—this study identified as MSME batik products that use natural dyes in Pekalongan City, Indonesia.



Figure 1. Natural Dyed Batik (Indigo)
(Sources: Zahir Widadi Batik Pekalongan, 2020)

The current orientation of the international market is that batik is agreeable to nature (Clean Batik Initiative/CBI, 2013). This is focused on the fact of the detrimental effects of the improper use of synthetic dye based chemicals in the batik industry. According to the Water Resources Management Agency (BPSDA), the four rivers in Pekalongan have been polluted and can no longer be used on a municipal or community basis. Rain water can no longer be used for watering rice fields or fishing ponds in delta rivers. Given the degree to which this issue is significant and the lack of viable solutions to solve it, CBI finds the use of natural dyes to be a very important idea to enable the industry to recover its roots and to be able to contribute to sustainable growth. A great deal of re-learning is needed to achieve this goal (Clean Batik Initiative/CBI, 2013). On 2 October 2009, Batik was copyrighted by the United Nations Educational, Science and Cultural Organization (UNESCO) as a human heritage for non-material oral culture (Masterpieces of the Oral and Intangible Heritage of Humanity) originating in and belonging to Indonesia. Thus the town of Pekalongan, which is one of the most popular areas for the batik industry in Indonesia, is closely linked to the culture of the Batik manufacturing process. According to the Pekalongan City Department of Industry, Trade, Cooperatives and Micro, Small and Medium Enterprises (MSMEs), Pekalongan has been declared a national batik hub, with 70% of the batik supply in Indonesia coming from the city. The Department of Industry, Trade, Cooperatives and Micro, Small and Medium Enterprises

(UMKM) of Pekalongan City also reported that over time the City of

Pekalongan is trying to meet the global market needs of environmentally friendly goods. The idea of manufacturing naturally dyed batik has been warmly accepted by the international market for its inspiration to manufacture environmentally sustainable batik products. The goal of this study is to explore the relationship between green subjective standards, awareness of green products and attitudes towards green purchasing intentions through the Internal Environmental Control Locus (INELOC) between craft shopping tourists in the Batik town of Pekalongan.

LITERATURE REVIEW

Theory of Reasoned Action (TRA) and Theory Planned Behavior (TPB)

Customarily, in consumer behavior research, it is started by (Ajzen and Fishbein, 1977), Theory of Reasoned Action (TRA), which explains that consumer behavior is determined by intention, combined with subjective attitudes and norms. Furthermore, the theory of planned behavior (TPB), according to Ajzen and Fishbein (1980), is used as an extended TRA model consisting of perceived behavioral control with norm attitudes and actions. TPB is a theory developed based on the theory of reasoned action (TRA) and can be interpreted as an indication of a person's readiness to behave in a particular pathway (Ajzen, 1991). Thus TPB incorporates perceived behavioral control (PBC) into TRA. Perceived behavioral control implies an individual's perception of readiness and ability to engage in certain activities (Ajzen, 2000; Wu, J. M., 2016). It is subsequent with Guerin and Toland's (2020) study results where the overall findings correspond to the TPB. The findings supported the incorporation of the behavior theory (especially the TPB modification theory). Our environmental theory is developed based on TPB by combining green subjective norms, knowledge of green products, and attitudes with an internal locus of control (INELOC) in predicting green behavior intentions.

Green Subjective Norm on Green Purchase Intention

Subjective norms can be understood as the perceived social power to perform certain behaviors (Ajzen, 1991). According to Ajzen's theory, the factors that can influence the cognitive-affective process are the subjective norms determined by a person's normative beliefs on whether essential people (such as friends, parents, teachers, and coworkers) agree or disagree with the behavior and the person's willingness to comply with others. Thus indicates the importance of people's judgments one's behavior decision (Ajzen, 1991). The emergence of green subjective norms (GSN) stems from the theory of planned behavior (TPB) by combining independent self-construal and interdependent self-construal into a planned behavior theory (TPB) adjustment. The merger was carried out to predict green behavioral intention (Ajzen, 1991; Ajzen and Fishbein, 1977; Mancha and Yoder, 2015). Furthermore, in their research, Mancha and Yoder (2015) found that carrying out a campaign to promote green behavior prioritizes independence, precisely aims to support attitudes of preservation, and campaigns that focus on interdependence must specifically improve subjective green norms and perceived behavioral control. Once this

self-evaluation is fulfilled, the requirements of attention to the dissonance between increased attitudes and beliefs should result in adopting greener intentions and behaviors. Thus it can be concluded that green subjective norm has a significant and positive relationship with green behavioral intention. Therefore, it is suggested that the antecedents of green behavioral intentions will have a positive relation to intended green behavior. The proposed hypothesis can be stated as follows:

Hypothesis 1: Green subjective norm can influence green purchase intention.

Knowledge of Green Product on Green Purchase Intention

The result of the study conducted by Guerin and Toland (2020) supported TRA. The structural equation models fit the data well, most of the path coefficients are significant, and knowledge has an indirect effect on behavioral intention. Hair et al. (2006) stated that a relationship between knowledge about products and green purchase intentions, while knowledge on usage and purchase has no relationship. Contrary, the findings of Choi and Johnson (2019) stated that environmental knowledge has a considerable effect in explaining purchase intention. Previous research on consumer experiences in using products has proven that there are differences between expectations and perceptions in determining consumer attitudes (Souri et al., 2018). Similarly, the results of other previous studies on the quality of knowledge cost knowledge, and knowledge of green products affect green purchase intention (Wang and Hazen, 2016). Furthermore, environmental knowledge is proven to have a positive relationship with green purchase intention (Zhao and Zhong, 2015). However, Ritter et al. (2015) stated that a lack of consumer information often resulted in behavior and attitudes gaps between the environment, concerns, and actual purchase intentions. Meanwhile, another study shows no significant relationship between green consumers' knowledge and behavior (Zhao et al., 2014). Thus, it can be concluded that green behavioral intention will positively related to green behavior. The proposed hypothesis can be stated as follows;

Hypothesis 2: The knowledge of green products can influence the green purchase intention.

Attitude on Green Purchase Intention

Understanding attitudes (ATT), according to Ajzen (1991) and Ajzen and Fishbein (1977), is the level of a person's positive or negative attitude as a tendency to consistently respond to things that are favorable or unpleasant to the behavior target. Research conducted by Verma (2018) created a socio-psychological model that was developed by including original variables rooted in TPB, and the findings showed that attitude ranked the highest in the results achieved to predict consumers' purchase intention of green products. Furthermore, Hung et al. (2016) stated that the right attitude and purchase intention are positively related to consumers' attitudes. Similarly, Leonidou et al. (2010) examined how individuals evaluate various pro-environmental actions by proposing two constructs; inward environmental attitude and outward environmental attitude, where the individual's role in preserving the environment is entirely dependent on the individual's efforts in it. Furthermore, the research model developed by Trivedi et al. (2018) measured the main antecedents (attitude) of environmental attitudes, which were divided into inward and outward orientation. The study found that green packaging's environmental attitudes and attitudes play an essential role in shaping green purchase intention. Therefore, the proposed hypothesis can be stated as follows;

Hypothesis 3: attitudes has a positive influence green purchase intention.

Internal Environment Locus of Control (INELOC) on Green Purchase Intention

Locus of control (LOC) refers to "a person's belief in his ability to control events that occur in his life," which was first proposed by Rotter (1960). It is generally believed that people with an internal LOC show a positive attitude towards the use of environmentally friendly products. They believe that their actions are a significant determinant of environmental well-being. On the other hand, those with an external LOC will show learned helplessness because they believe that their purchase will not make a significant environmental change and argued that it is the government or companies (Trivedi et al., 2015). Psychological surveys of the environment found that internal locus of control is one of the strongest predictors of individuals (Sebastian and Guido, 2007). Yang and Weber (2019) stated that respondents perceived higher responsibility given to government and companies relative to their environmental impacts driven by Confucian values (i.e., group orientation, belief in the hierarchy) with relatively consistent internal ELOC compared to external ELOC. Ahn et al. (2014) discussed the implications of using embodied experiences for behavior change with an internal environment locus of control (INELOC) serving as a moderator. It served as the rationale for the argument that people with INELOC have greater involvement in consuming environmentally friendly products than people with external LOCs (Schwepker Jr and Cornwell, 1991). Overall, because it has been found that the relationship between attitudes towards the environment and LOC is clearly established in both individualism and collectivism societies, this study considers this to be an INELOC variable (Patel et al., 2020). According to Bashir et al. (2019), behavioral intention towards the green environment moderates the positive and significant relationship between consumer norms and green consumer behavior. Furthermore, internal locus of control (LOC) shows a positive attitude towards the use of environmentally friendly products, which is the main modal for influencing the purchase intention of environmentally friendly products, driven by the belief that their actions are the main determinants of environmental welfare.

However, those with an external LOC tend to believe that the purchase they made will not significantly change the environment. The responsibility is the government or company (Trivedi et al., 2015). Companies are more likely to support such campaigns as part of their corporate social responsibility (Parsa, 2011). The concept of locus of control was initiated by Rotter (1960), defined as an individual's control over their work and their belief in self-success, which divided into two; first, the internal locus of control that explains a personal belief on the self-responsibility for their work behavior in the organization. Second, external locus of control describes individuals who believe that their work behavior and their success are more due to external factors, such as the organization. Locus of control can also be demonstrated by two essential characteristics; high achievement motivation and low external direction. It is believed to be the basis of the locus of control scale. Furthermore, it has been revealed that a person's feelings can control his life goals, which is an integral and essential correlation of health (Rotter, 1960). The presence of INELOC is argued to have strengthened the effect of green subjective norm, knowledge of green products, and attitudes towards the intention to purchase green products as a moderating factor (Patel et al., 2020). According to Suliyanto (2011), the moderating variable is a variable that determines or affects the strength or weakness of the relationship between the independent variable and the dependent variable.

The moderator or contingency variable is a variable that has a contingent effect. A study conducted by Patel (2020) used INELOC as a moderating variable on the relationship between ATT and purchase behavior control (PBC) on GPI. It has never been used as a moderating variable on the relationship between GSN, KGP, and ATT on GPI. Therefore, the proposed hypothesis can be stated as follows;

Hypothesis 4: Ineloc moderates the influence of green behavior norms and green purchase intention.

Purchasing green products is personal behavior that can be manipulated through information and emotional processes. Ghahtarani et al. (2020) argued that sharing knowledge can impact purchase intentions because by having the information about products and services, one can make wise decisions about which product will be purchased. Furthermore, internal locus of control (ILOC) is highlighted as an essential determinant of behavior among consumers, where consumers with high INELOC have a more favorable attitude towards products

(Patel et al., 2020). The study was supported by TPB's basic concept, which was developed in predicting consumer knowledge of green products (Knowledge of Green Products) on green purchase intentions. Similar to the research conducted by Deijen and Kornaat (1997), the results show that emphasizing additional information on product users is very important because it can increase user knowledge, increase short-term compliance, and increase long-term knowledge of the product used. Therefore, the proposed hypothesis can be stated as follows;

Hypothesis 5: Ineloc moderates the influence on knowledge of green products and green purchase intention.

Attitude is a psychological tendency expressed by evaluating specific goals through several levels ranged from the most liked to disliked (Eagly and Chaiken, 1993). Previous studies' support that attitudes toward the environment as the most relevant and vital determinant of pro-environmental behavior intentions (Kai and Haokai, 2016). Consistently, a research by Deijen and Kornaat (1997) indicated that the internal locus of control views behavior as internal motivation that helps someone to achieve self-determined goals related to the individual's (positive or negative) attitude. Therefore, this study proposes that the internal environment of locus of control (INELOC) to have a moderating effect on green products' knowledge. According to the study conducted by Patel et al. (2020), using samples of respondents at a productive age resulted in the significant influence of attitude on the intention to purchase green products. Therefore, the proposed hypothesis can be stated as follows;

Hypothesis 6: Ineloc moderates the effect of attitudes on green purchase intention.

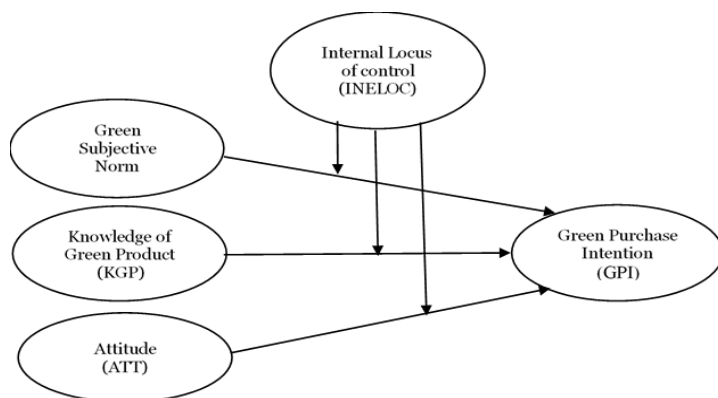


Figure 2. Research Framework (Source: Authors' model developed for the study)

Table 1. Characteristic Respondents
(Source: primary data obtained through questionnaires)

Demographics	Categories	Frequency	Percent
Gender	Males	82	41
	Females	118	59
Total		200	100.0
Education Background	Doctoral	7	3.5
	Master	63	31.5
	Degree	91	45.5
	High School	39	19.5
Total		200	100.0
Profession	Governance	20	10
	Lecturer	54	27
	Entrepreneurs	42	21
	Employee	36	18
	Student	15	7.5
	Others	33	16.5
Total		200	100.0

MATERIALS AND METHODS

Participant and Sampling Design

According to circumstances, the sampling method involved a stratification process, followed by Stratum subjects' random selection. The sample population mentioned above was taken from the residence of Central Java, who is familiar with Pekalongan batik products, especially natural dyed batik products. The sampling technique used a purposive sampling method with certain criteria; the respondents were people who had bought natural dyed batik. According to Patton (1990), the tendency of purposive sampling is usually used in homogeneous research cases, such as in this study. 200 respondents were gathered, 13 question items were asked and measured using a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Descriptive Statistics

A total of 200 respondents were gathered (Table 1); 59 percent were women, while 41 percent were men. Majority of the people come from Java island, Indonesia. The educational backgrounds differ as 3.5 percent of doctoral graduates, the majority is 31.5 percent of master graduates, holds bachelor degree 45.5 percent, 19.5 percent high school. Based on the age category, respondents with age ranged 17-34 years are 42.5 percent, 35-50 years are 52 percent, and respondents older than 50 years are 5.5 percent. From this data, the highest number of respondents is at the age of 35-43 years. In terms of work positions, most of the respondents from this study as lecturers are 27, working in government institutions with a total of 10 percent, percent, entrepreneurs are 21 percent, employees are 18 percent, students 7.5 percent, and others are 16.5 percent.

Table 2. Measurement, Reliability, and Validity (Source: Authors' calculation)

Constructs and Indicators	Factor Loading	Composite Reliability	AVE	Mean	SD
Green Subjective Norms (GSN) (Kim and Hwang, 2020)		0,756	0,509		0,56
I believe that buying environmentally friendly products (natural color batik) is a good example for others	0,733			4,2	
Using environmentally friendly products (natural color batik) is the right thing to do	0,762			3,9	
Family, friends, and my surroundings believe its a good thing to consume environmentally friendly products (natural color batik)	0,640			3,9	
Knowledge of Green Product (KGP) (Liobikienė et al., 2015)		0,707	0,550		0,66
Knowledge about the benefits of environmentally friendly products will affect my interest in buying environmentally friendly products (batik of natural dye)	0,824			4,3	
I know the price of environmentally friendly products (batik of natural dye) is more expensive than chemical batik products	0,649			4,1	
Attitude (ATT) (Mancha and Yoder, 2015)		0,763	0,616		0,68
I started to leave products that are not environmentally friendly	0,779			4,1	
I would encourage everyone to use environmentally friendly products	0,791			4,2	
Internal Environment Locus of Control (INELOC) (Patel et al., 2020)		0,848	0,653		0,67
I use environmentally natural color batik as a form of self-respect to the green peace	0,833			4,4	
The environment that made me become a loyal consumer of natural color batik	0,712			4,1	
I support the go green movement which is being encouraged by my government	0,87			4	
Green Purchase Intention (GPI) (Kanchanapibul et al., 2014)		0,913	0,777		0,91
I am interested in buying natural color batik because the trend is updated	0,893			3,8	
I bought natural color batik products to safe the environment regardless the price	0,86			3,4	
I bought natural color products because of the pressure to preserve the environment	0,891			3,4	

RESULTS AND DISCUSSION

Confirmation factor analysis (CFA) was conducted to test the validity of the measurement model with data. In total, the results indicate that the measurement model has met the appropriate statistical criteria. CMIN / DF is 1.251, probability 0.100, AGFI 0.918, GFI 0.950, TLI 0.980 and RMSEA 0.036. Furthermore, the CR value of green purchase intention has a value of 0.913, internal environmental locus of control (INELOC) 0.848, attitude 0.763, green subjective norm 0.756, knowledge of green product (KGP) 0.707. The average variance extracted (AVE) value for each variable is above 0.5 and the loading factor value is also above 0.5 with a significance at the 5% level, the results are in accordance with an adequate increase in indicators (Bagozzi and Yi, 1988), (Table 2).

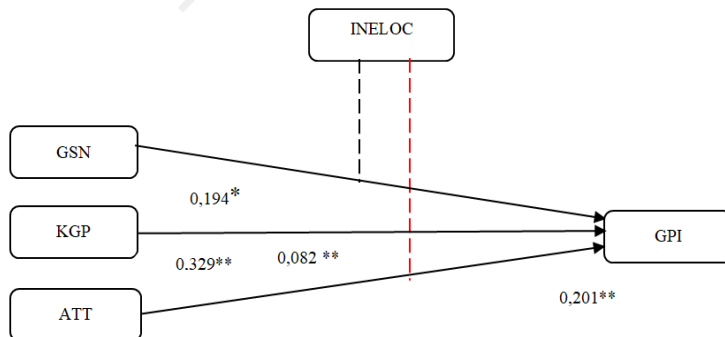


Figure 3. Moderating effects (Source: Authors' calculation) Note: Significant < 0,01**

study conducted by Hair et al. (2006). In the test, the moderating effect of internal environment locus of control (INELOC) in the relationship of attitude (ATT) on green purchase intention (GPI) was not supported with a p -value > 0.05 ($\beta = 0.082$). Furthermore, the moderating effect of the internal environment locus of control (INELOC) of KGP interaction on GPI was found to be positive and significant with a p -value < 0.01 ($\beta = 0.194$), indicating that the relationship between green product knowledge is significantly stronger when the internal locus of control is higher (Figure 2).

DISCUSSION

One of the main problems experienced by Pekalongan City lately is environmental destruction, especially river pollution which is thought to be caused by the textile industry and the batik industry. Seeing the problem of waste that pollutes the river will endanger public health, one of which is when consuming clean water for residents around the polluted area, then with these complex problems the MSMEs start producing batik with natural dyes even though the number of MSMEs producing natural dyed batik products is not too much. However, the Pekalongan City Government continues to disseminate it to this day with the hope of reducing chemical waste and river pollution which causes the river to become colorful. In addition to environmental problems, in order to meet market orders regarding the booming natural dyes, the international demand for natural dye batik products is also a factor for MSME batik to produce natural dye batik. With the hope that all stakeholders can work together in promoting and disseminating environmentally friendly batik products. With the description above, then this study aims to examine the influence of green subjective norm (GSN), knowledge of green product (KGP), and attitude (ATT) on the surrounding community who buy natural dyed batik products with internal environment locus of control (INELOC) as moderator. Ajzen and Fishbein (1977) stated that attitudes, based on TPB, are stable predictors of green behavior (Prakash and Pathak, 2017). The hypothesis testing results indicate that the first hypothesis is not supported, where the purchase intention of consumers in this study is not influenced by GSN (Mobrezi and Khoshtinat, 2016). This result is different from most of the previous research results, which found a significant effect of subjective norms on purchase intention on environmentally friendly products (Talal Al-Maghrabi, 2011; Choi and Johnson, 2019). It indicates that consumers have low subjective norms so that it does not affect the purchase intention of natural dyes batik products. It can be seen from the results that the relationship between GSN is not significant (0.03). Therefore, GSN, an external factor, does not affect consumer intentions to buy natural dyes products.

However, the second and third hypotheses are supported. It is found that KGP largely determines the influence of pro-environmental behavior. This result is consistent with previous studies (Zhao and Zhong, 2015; Hung et al., 2016). When consumers have sufficient knowledge about green products, they will tend to buy natural dyes products without encouragement from the surrounding environment. Furthermore, the results showed that high ATT led to their intention to consume green products (Hung et al., 2016). These results are explained by the significant effect of ATT on GPI (0.201). The findings prove that green knowledge is necessary for creating a sustainable impact, then a high caring attitude towards environmental conservation is needed. Thus it has a substantial impact on the purchase intention of natural dyes batik products. The moderating role of INELOC on the purchase intention of natural dyes batik products indicated from the fourth and fifth hypotheses, which are equally supported, the GSN and KGP on the GPI shows significant results (<0.05). It means that high GSN and KGP affect green purchase intention with the support of substantial internal factors. Awareness of GSN and the high level of KGP can be used to form further pro-environmental intentions with a strong push from the influence of their internal environment, which results in the purchase intention of natural dyes batik products. The findings indicate different results from the research conducted by Patel et al. (2020) on the relationship between ATT and GPI. The hypothesis is unsupported, where ATT had no significant effect (0.082) on the purchase intention of natural dyes batik products moderated by INELOC (Figure 3). It is caused by the different attitudes that each consumer has depending on the green environment's morality and awareness. The argument consistent with Verma's (2017) study that consumers have a significant effect on positive attitudes towards the purchase intention of green products and their concern for the environment depends on morality and consciousness. Thus, it can be concluded that the findings show that attitude is not the main reason motivates consumers to buy natural dyes batik products. The awareness of each consumer in relation to self-morality motivates the decision to purchase natural dyes products that are related to environmental awareness.

CONCLUSION

This work has extended the theory of planned behavior to the field of handicraft shopping tour by proposing a framework for understanding how green subjective norm (GSN), knowledge of green product (KGP), and attitude (ATT) affect tourist intention to buy green products.

The green product in this case is a natural dye batik produced by MSMEs in the batik city of Pekalongan. Out of the six hypotheses, only two were supported (the second and third hypotheses). Knowledge on green products influence consumers' pro-environmental behavior. When they have good knowledge of green products, they tend to buy natural dyes, even without the pressure from their environmental.

Furthermore, Attitude has a significant effect green purchase intention. Caring towards environmental preservation substantially impact the purchase intention of natural dyes batik products. The moderating role of INELOC only strengthens the relationship between knowledge on green products and green purchase intentions of customers during craft shopping tour. High subjectivity norms drive people to buy environmentally friendly batik products (natural dye batik).

It means that they wanted to be good examples for the community, especially when environmentally friendly products are consistent. One of the main problems currently faced by Pekalongan City is environmental problems, especially river pollution, which is caused by the textile industry and the batik industry waste. Realizing that the river pollution can endanger people's health, MSMEs have started producing batik with natural dyes. Although the number of MSMEs that produce natural dyed batik products is not high, the Pekalongan City Government is continually socialize the importance of reducing chemical waste and river pollution.

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