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Analysis of Intention to Participate in Green Waqf: A Theory of Planned Behavior Approach

Rani Nurfajariyati[1], Aas Nurasyiah[1], Firmansyah[1], Ozka Muhammad Fajrin[1], Shafinar Ismail[2]

[1]Universitas Pendidikan Indonesia, Bandung, Indonesia
[2]University Teknology Mara, Shah Alam, Malaysia

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Correspondence:
asnur.fna@upi.edu

Abstract

Purpose *– This research generally aims to observe the actual conditions and test the Theory of Planned Behavior (TPB), specifically analyzing the influence of attitudes, subjective norms, and perceived behavioral control, as well as analyzing the influence of attitudes as a mediating variable for the external variables, namely the level of knowledge and environmental concern, on the community's intention to participate in Green Waqf.*

Methodology *- The method used in this research is a quantitative descriptive method with SEM-PLS analysis. The analysis tool used is SmartPLS with a sample size of 215*

Findings *– The variables of knowledge, environmental concern, attitude, subjective norms, perceived behavioral control, and intention to participate are at a high level. In addition, attitudes, subjective norms, and perceived behavioral control positively influence the intention to participate in the Green Waqf program. Meanwhile, knowledge and environmental concern do not directly affect the intention to participate in the Green Waqf program. Another finding is that attitudes can mediate the relationship between knowledge and environmental concern and the intention to participate in the Green Waqf program.*

Implication *- This research is expected to enhance public knowledge about the importance of Green Waqf and provide benefits for the managing institutions of Green Waqf in understanding the intention to donate, which can serve as a basis for improving fundraising strategies.*

1. INTRODUCTION

The global issue of increasing disasters due to climate change, which has now become a forefront topic in global public policy discussions, adds to Indonesia's challenges in achieving sustainable development goals, particularly in the ecological aspect (Iyke, 2024; Kusnandar et al., 2025). According to the Ministry of Transportation (2022), the rising atmospheric temperatures on Earth, particularly in Indonesia, are caused by high air pollution due to the massive use of fossil fuel- powered vehicles, which contribute over 80% to the formation of

greenhouse gases. Climate change is a form of environmental damage that results in the thinning of the ozone layer, rising temperatures on Earth, increasing sea levels, melting glaciers, and weather imbalances that threaten the sustainability of ecosystems and potentially jeopardize global economic stability (Gumansari et al., 2023). The International Energy Agency (IEA) report (2022) explains that climate change can pose risks to global energy security, threatening the supply of fuels and resources.

The Climate Transparency Report (2021) explains that Indonesia's energy supply is still dominated by non-renewable fossil fuels such as Oil Fuel (BBM), Liquefied Petroleum Gas (LPG), and coal, which account for 74.7% of the energy mix. The high demand, coupled with supply limitations, means that energy provision in Indonesia still relies on imports from abroad, such as oil fuel imports (esdm.go.id, 2021). According to CNBC Indonesia (2023), Indonesia imported 21.93 million tons of fuel in 2021, and this import figure increased to 25.70 million tons in 2022. The increase in the share of coal in the energy mix can raise carbon intensity in the energy sector.

Furthermore, The World Bank's global risk analysis places Indonesia at 12th out of 35 countries facing relatively high mortality risks, with significant exposure to flooding and extreme heat. Climate change due to global warming is causing weather anomalies such as uneven rainfall, prolonged drought periods, extreme temperature intensity, and an increased risk of hydrometeorological disasters, which contribute to about 80% of disaster occurrences in Indonesia (Fitriani, 2023). Hydrometeorological disasters are natural phenomena resulting from the interaction between atmospheric dynamics and the moisture content occurring on the Earth's surface (Beik et al., 2022). Kompas.id (2023) explain that 95% of the 2,800 disaster events in Indonesia throughout 2023, such as floods, landslides, strong winds, and forest and land fires, fall under the category of hydrometeorological disasters. The numerous occurrences of forest and land fires in Indonesia are closely related to the vast green areas in the country.

The Climate Transparency Report (2022) explains that Indonesia is one of the largest greenhouse gas emitters in the world, primarily due to land sector activities such as deforestation and wildfire. Global Forest Watch (2022), Indonesia had 93.8 million hectares of primary forest in 2001, which accounted for more than 50% of Indonesia's land area. Meanwhile, in 2022, Indonesia lost 230,000 hectares of primary forest, equivalent to 177 metric tons of carbon dioxide (CO_2) emissions. 107 thousand hectares of this forest loss have been found to be classified within Indonesia's official forest cover category.

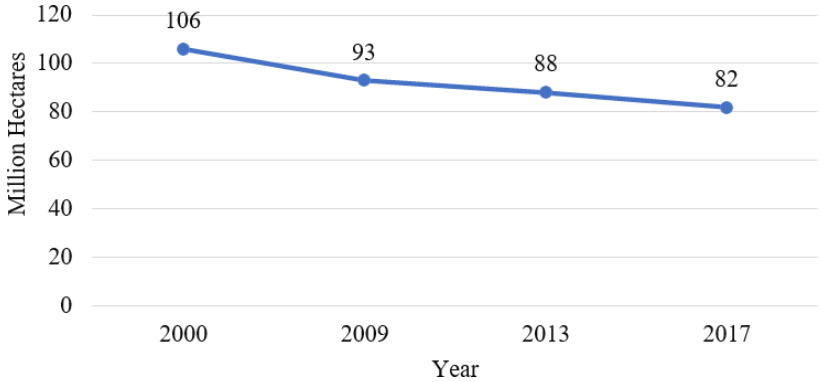

Figure 1. Forest Area in Indonesia from 2000-2017
Source: Forest Disgest (2023)

According to the records of Forest Watch Indonesia (FWI), an environmental non-governmental organization, on the Forest Digest website (2023), the area of natural forests in Indonesia continues to shrink as shown in Figure 1. In the year 2000, Indonesia still had natural forests covering 106 million hectares, which decreased to 93 million hectares in 2009, further

declined to 88 million hectares in 2013, and by 2017, the area had reduced to only 82 million hectares.

Furthermore, the FWI analysis states that Indonesia has lost approximately 23 million hectares of forest, equivalent to 75 times the area of Yogyakarta, over the last 17 years. The figure is very far off compared to the claim of successfully rehabilitating 3 million hectares of forest and critical land. According to the Global Forest Assessment records by Beik et al. (2022), the rate of loss of primary forests is among the highest in tropical regions. Indonesia lost an area of forest covering 579 thousand hectares per year between 2015 and 2020.

The numerous issues then hinder the realization of the Sustainable Development Goals (SDGs), which are global and national commitments to balance economic, social, and ecological dimensions for the welfare of society (Khuwarazmi et al., 2021). The ecological aspect problems obstruct the achievement of SDG goals 13 (climate action), 15 (life on land), and 7 (renewable energy) in the long term. One of the biggest challenges in addressing environmental issues to achieve these SDGs is the need for substantial funding, while financing sources remain limited (Khuwarazmi et al., 2021).

According to KLHK (2020), the estimated funding required to implement the climate change adaptation framework in Indonesia, based on an investment ratio assumption of 30%, will reach between 33.12 trillion rupiah and 173.19 trillion rupiah, allocated for governance and implementation of adaptation. Financing the development of decentralized, environmentally friendly renewable energy infrastructure is a complex issue due to the limited capital in public financing and the lack of interest from private investors because of high transaction costs and concerns about return risks (Ibrahim, 2023).

Therefore, this project requires a financing ecosystem where the government, community, private sector, and philanthropy collaborate to invest in the productive use of assets that provide high social value benefits and promote environmentally friendly growth (Ibrahim, 2023; Afrilia et al., 2025). Thus, according to Abdullah (2018), in line with the goals of the SDGs to be achieved, Islamic financial instruments, especially waqf, can serve as an alternative source of financing. Waqf has extraordinary potential in achieving the SDGs because the management of waqf assets takes into account long-term social implications, balanced economic growth, and environmentally friendly projects (Ari & Koc, 2021).

Indonesia, with a majority Muslim population, has the greatest potential for endowments, particularly cash waqf, in the world. According to a report by The Royal Islamic Strategic Studies Centre (RISSC) on the Databoks Katadata website (2023), the Muslim population in Indonesia in 2023 is recorded at 86.7% of the total population, or approximately 240.62 million people. The type of waqf that still dominates in Indonesia is the type of non-movable waqf, such as land waqf.

According to the Waqf Information System of the Ministry of Religious Affairs of the Republic of Indonesia (2022), the total area of waqf land in Indonesia reaches 57,263.69 hectares, which is already distributed across 440,512 locations throughout the country. In an effort to manage waqf land for the acceleration of waqf land certification, the Ministry of Religious Affairs of the Republic of Indonesia has established cooperation with the National Land Agency (BPN) in over 400 regencies/cities. However, the certified waqf land so far is only half, or about 57.42%, while the remaining 42.58% of waqf land is still uncertified. (Kementerian Agama RI, 2022).

The high potential for collecting waqf assets can serve as a catalyst in helping the country address environmental issues that are a global concern for development (Abdullah, 2018; Juliana et al., 2025). Therefore, the Green Waqf movement was formed, where waqf is aimed at contributing to the preservation of nature, which is relevant to the discourse on the SDGs, green economy, and environmentally friendly finance (Beik et al., 2022). The Green Waqf movement, which is still relatively new, has not yet realized its vision and mission, as in

practice, the planting of tamanu tree seedlings is still being carried out on waqf land owned by waqf institutions and has not yet reached the stage of planting seedlings on critical land. This is due to the inadequate legal framework and the ineffective coordination among stakeholders at various levels in Indonesia for the realization of planting seedlings on that critical land (Ningsih et al., 2022).

One of the theories that can be used to measure a person's intention is the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which explains that attitudes, subjective norms, and perceived behavioral control can shape an individual's behavior, thereby forming intentions within a person. In addition, this theory is also used to measure a person's intention to adopt a new concept or product (Haron et al., 2023).

This research refers to the intention of cash waqf, where this money will later become a source of funding for Green Waqf for environmental recovery projects. Research conducted by Ismail, Samad, & Ibrahim (2023); Jatmiko et al. (2023); Kasri & Chaerunnisa (2022); Abdulkareem, Mahmud, Ganiyy, & Aliu (2020); and Musa & Salleh (2018) explains that attitudes, subjective norms, and perceived behavioral control influence a person's intention to donate. The numerous studies still focus on the community's intention to participate in cash waqf or productive waqf programs to improve socio-economic conditions in general. Research on the community's intention to participate in the Green Waqf movement for environmental recovery is still very limited, and even when it exists, it does not specifically focus on Green Waqf since this movement was officially launched only three years ago and is still in the early stages of implementing the framework that was newly developed two years ago.

Hence, it can be understood that specific research on the intention to participate in Green Waqf has not been widely conducted in Indonesia or abroad, as it is still considered a new movement. This motivates the author to conduct this research to assist stakeholders in gathering the necessary information to increase the collection of waqf assets and to serve as a consideration in formulating waqf management strategies in the implementation of the Green Waqf movement for climate change action, land ecosystem preservation, and renewable energy projects in Indonesia.

2. LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed by Ajzen and Fishbein in 1991. This theory is a further development of the Theory of Reasoned Action (TRA), which was first introduced by Ajzen in 1980. TPB can be used to predict the behavior of individuals who have an interest in performing a certain action (Adi, Lasmana, & Chandrawati, 2022). The theory is based on the belief perspective that can influence individuals to perform certain behaviors. Ajzen (2005) explains that the belief perspective is implemented by incorporating various characteristics, qualities, and attributes of certain information, which then forms the intention to act. In TPB, an individual's actual behavior when carrying out a particular action is directly influenced by behavioral intention, which is determined by attitude, subjective norm, and perceived behavioral control (Lestrai, Suharjo, & Muflihati, 2017).

Green Waqf

Waqf is defined as a legal act of a waqif (donor) to dedicate part of their property to be utilized permanently or for a certain period in accordance with their interests for worship purposes and/or public welfare according to Sharia. Green Waqf refers to the utilization of waqf assets to support the achievement of sustainable ecological balance while also delivering social and economic impact to society (Beik et al., 2022). The term "green" in this context refers to the Green Growth Framework, where the desired outcomes of inclusive, sustainable, and equitable economic growth are aimed at achieving economic and environmental resilience, enabling the provision of a healthy and productive ecosystem to the community, and

contributing to the reduction of greenhouse gas emissions (Beik et al., 2022). Green Waqf facilitates collaboration between waqf stakeholders, renewable energy stakeholders, and environmental activists in line with the achievement of sustainable development goals, aiming to be an alternative solution to global issues, especially climate change and energy availability (WaCIDS, 2021).

Intention

In general, intention is considered an indication of what an individual plans to do in the future. The individual's goal is a desire or plan to take a particular action in the future, as intention provides information about future direction, attitudes, beliefs, and desires that will generally adjust to environmental and individual conditions over time (Samsuri, Ismiyanti, & Narsa, 2019). Thus, intention can be interpreted as a person's desire to perform a behavior based on their attitude toward the behavior, subjective norm, and perceived behavioral control (Alifiandy & Sukmana, 2020). Islam highlights the importance of intention because it leads to the performance of desired behavior and influences decision-making regarding that action (Pitchay, Meera, & Saleem, 2015).

Knowledge

Knowledge refers to the understanding and awareness a person has regarding the products and services offered, as well as the rules and procedures associated with their use. Proper and broad knowledge and understanding of waqf can encourage an individual to participate in cash waqf. This can be explained through several indicators such as the level of familiarity with various waqf-related terms, knowledge of the difference between waqf concepts and other types of donations, knowledge of the concept of endowment, and awareness of waqf institutions providing services either manually or digitally (Kasri & Chaerunnisa, 2022).

Environmental Concern

Environmental concern is defined as the degree of emotional involvement an individual has in an environmental issue or problem (Apriana, Hindrayani, & Nugroho, 2021). Environmental concern is a predictive tool that enables environmentally friendly purchasing behavior. Meanwhile, Lestari et al. (2020) define environmental concern as an individual's awareness or understanding that nature is threatened by excessive use of natural resources and pollution caused by human activities.

Attitude

Attitude refers to the extent to which an individual has a favorable or unfavorable evaluation and feelings about a particular behavior (Ajzen, 1991). Attitude plays a role in shaping intention to perform an action. It is seen as the way a person evaluates and compares an object based on available options (Waluyo et al., 2023). Attitude is defined as the degree to which a person has a positive or negative assessment of the behavior in question (Kwistianus, Hatane, & Rungkat, 2020).

Subjective Norm

Subjective norm can be defined as the belief that results in normative behavioral intentions influenced by group or societal views regarding whether a behavior is acceptable or not (Othman et al., 2018). Subjective norm refers to the social pressure on an individual to take an action, which may be influenced by the opinions of others such as family or friends (Alfianoor & Rahayu, 2024). It reflects the social pressure individuals experience in deciding whether to perform or not perform a certain behavior (Zhang et al., 2019). In the context of

Green Waqf, subjective norms can be interpreted as the influence of the social environment or close individuals on a person's view regarding their decision to participate in Green Waqf, which plays a role in mitigating environmental damage.

Perceived Behavioural Control

Perceived behavioral control in the Theory of Planned Behavior is defined as an individual's perception of the ease or difficulty of performing a particular behavior (Ajzen, 1991). According to Hasan et al. (2022, p. 2), perceived behavioral control refers to control beliefs which indicate a person's perception of the availability of resources and opportunities needed to perform a behavior. The study by Jatmiko et al. (2023) states that perceived behavioral control in relation to Green Waqf is the condition where an individual feels that participating in Green Waqf is not difficult and that they possess the necessary abilities and resources. Therefore, it can be said that such individuals tend to have the intention to participate in Green Waqf more than those who lack the required resources or opportunities.

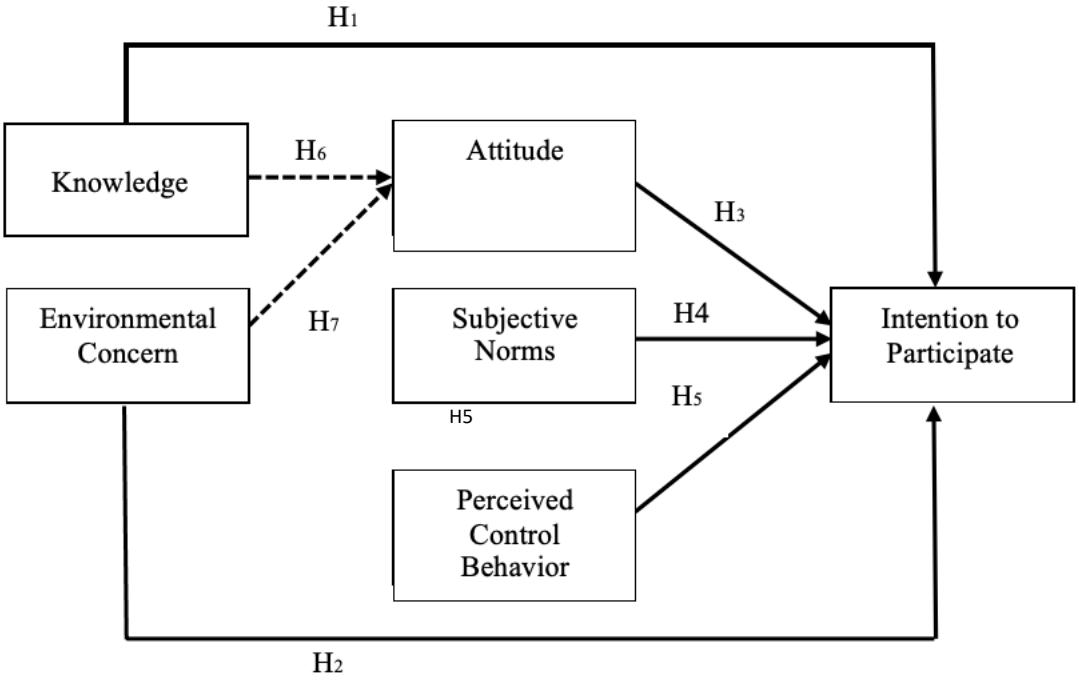

Figure 2. Theoretical Framework

Based on the conceptual model presented above, the following hypotheses are proposed in this study:

H_1: Knowledge has a positive effect on the intention to participate in Green Waqf.
H_2: Environmental concern has a positive effect on the intention to participate in Green Waqf.
H_3: Attitude has a positive effect on the intention to participate in Green Waqf.
H_4: Subjective norm has a positive effect on the intention to participate in Green Waqf.
H_5: Perceived control behavior has a positive effect on the intention to participate in Green Waqf.
H_6: Attitude mediates the effect of knowledge on the intention to participate in Green Waqf.
H_7: Attitude mediates the effect of environmental concern on the intention to participate in Green Waqf.

These hypotheses are formulated to examine the factors that influence individuals' intentions to engage in Green Waqf, by applying the Theory of Planned Behavior (TPB) framework and incorporating knowledge and environmental concern as additional predictors.

Through this model, the study aims to provide a more comprehensive understanding of the psychological and contextual determinants of Green Waqf participation.

3. METHODOLOGY

This research uses a quantitative method with a descriptive and causal research design. The population in this study consists of Indonesian citizens who have never participated in Green Waqf, aged between 22 and 42 years, or are part of the millennial generation. The sampling technique used is purposive sampling, which is a non-probability sampling method where not all members of the population have an equal chance of being selected as a sample. The sample taken in this study consists of those who are part of the environmental care community. The data collected in this research is primary data. The primary data was obtained directly from original sources through the distribution of questionnaires using a numerical scale. This research instrument is considered reliable by looking at the value of Cronbach's alpha coefficient. If the value of Cronbach's alpha coefficient is > 0.677, then the instrument is declared reliable (Ghozali, 2014). The data analysis method used is Partial Least Square (PLS).

4. RESULTS AND DISCUSSION

Outer Model Testing

Testing in the outer model is used to determine the specifications of the relationships between latent variables and their indicators. This measurement is conducted through convergent validity and discriminant validity. Convergent Validity is a tool used to measure reflective validity as a means of assessing variables. The individual reflection size can be considered high if its value is > 0.70 with the construct that is intended to be measured. Based on the results from the SmartPLS output, it can be stated that the indicators in this study have adequate convergent validity because all indicators have loading factors above 0.70, thus the indicators in this study can be considered valid.

This research also use discriminant validity, which is conducted to ensure that each concept of the latent model is distinct from other variables. This test is conducted using the Fornell- Larcker Criterion, which is a validity test performed by comparing the correlation between variables or constructs with the square root of the Average Variance Extracted (√AVE). A prediction can be considered to have a good AVE value if the square root of the AVE for each latent variable is greater than the correlation with other latent variables. Based on the results, the discriminant validity through the Fornell- Larcker Criterion shows that the square root of the AVE for each construct is greater than the correlation of each construct with other constructs.

Another test conducted is the Average Variance Extracted, which is a test to measure the amount of variance that can be captured by its constructs compared to the variance caused by measurement error. Hair (2017) states that the AVE value must be > 0.50 for confirmatory or explanatory research, which indicates that at least the latent factor is able to explain each indicator of half the variance value.

This research also use composite reliability which is a test to measure the internal consistency. Hair (2017) states that the value should be > 0.70. However, if the value is between 0.60 and 0.70, it is still acceptable for explanatory research. Based on the results processed by smartPLS for each latent variable in this study indicate that all variables have a Cronbach's alpha and composite reliability values greater than 0.60. Therefore, it can be concluded that all latent variables in this study are considered reliable and the model constructed has a good level of reliability.

Based on the testing results of the outer model, which involved assessing convergent validity, discriminant validity, average variance extracted (AVE), and composite reliability, it

can be concluded that the outer model in this study has met the criteria set forth in the PLS research phase. Therefore, this research is deemed suitable to proceed to the next stage.

Inner Model Testing

Testing of the structural model (inner model) is conducted through five stages of testing, namely examining the results of R-Square (R2), multicollinearity values, F-Square (F2), Q-Square (Q2), and Goodness of Fit. (GoF). The following is a description of the results from the testing of each component.

Table 1. R-Square, VIF, F-Square, and Q-Square

	R-square	*R-square adjusted*
Intention to Participate in Green Waqf	*0,847*	*0,844*
Attitude	*0,744*	*0,741*
Variance Inflation Factor (VIF)		
	Intention to Participate in Green Waqf	*Attitude*
Intention to Participate in Green Waqf		
Environmental Concern	*4,068*	*1,558*
Subjective Norms	*3,827*	
Knowledge	*2,852*	*1,558*
Perceived Control Behavior	*4,763*	
Attitude	*4,456*	
F-Square (F^2)		
	Intention to Participate in Green Waqf	*Attitude*
Intention to Participate in Green Waqf		
Environmental Concern	*0,000*	*1,285*
Subjective Norms	*0,056*	
Knowledge	*0,016*	*0,115*
Perceived Control Behavior	*0,392*	
Attitude	*0,048*	
Q-Square (Q^2)		
		Q^2 Predict
Intention to Participate in Green Waqf		*0.962*

Source: Processing Results of SmartPLS

Based on Table 5, the results of the coefficient of determination test from SmartPLS indicate that the first R-Square value of 0.847 is for the intention to participate in Green Waqf as the dependent variable, with independent variables including knowledge, environmental concern, attitude, subjective norms, and perceived behavioral control, which can explain the intention to participate in Green Waqf by 84.7%, while the remaining 15.3% can be explained by other variables outside the research model. The Adjusted R-Square result of 0.844 indicates that the exogenous latent variables have a strong relationship with the endogenous latent variable.

The next R-Square value of 0.744 is for the attitude variable as the dependent variable, with independent variables being knowledge and environmental concern, which can explain the dependent variable, attitude, by 74.4%, while the remaining 25.6% can be explained by

other variables outside the research model. The Adjusted R-Square result of 0.741 indicates that the exogenous latent variables have a strong relationship with the endogenous latent variable.

Table 1 also explains that the VIF value is less than 5. Thus, it can be concluded that this research is free from multicollinearity issues, meaning that the constructs developed have distinct characteristics from one another, so there is no need for changes to the constructs. Based on the output results of F-Square in Table 5, it can be observed that the influence of the environmental concern variable on the intention to participate in Green Waqf and knowledge on the intention to participate in Green Waqf has no effect, as they have F-Square values < 0.02, specifically 0.000 and 0.016, respectively. These results indicate that the subjective norm variable on the intention to participate in Green Waqf, attitude towards the intention to participate in Green Waqf, and knowledge towards attitude have weak effects, as they have F-Square values > 0.02 and < 0.15, specifically 0.056, 0.048, and 0.115, respectively. Furthermore, the results show that the perceived behavioral control variable on the intention to participate in Green Waqf and environmental concern towards attitude have strong effects, as they have F-Square values > 0.15, specifically 0.392 and 1.285, respectively. Furthermore, the Q-Square value exceeds zero at 0.962. It can be concluded that the Q-Square analysis has good predictive relevance.

In the Goodness of Fit (GoF) analysis test, which is used to evaluate the structural model and measurement as a whole. The categories for the GoF value are as follows, 0.1 is categorized as small, 0.25 as medium, and 0.38 as large. Based on the data obtained from the previous smartPLS output, the average AVE value is 0.742 and the average R2 value is 0.795. After determining the average values of AVE and R2, the next step is to calculate the Goodness of Fit value.

$$GoF = \sqrt{0.742} \times 0.795$$
$$GoF = \sqrt{0.590}$$
$$GoF = 0.768$$

According to the calculations, the GoF value is 0.768, which is greater than 0.38. Thus, it can be stated that the model developed in this study has a good Goodness of Fit. After conducting R-Square, Q-Square, and Goodness of Fit tests, it can be concluded that the model developed is robust.

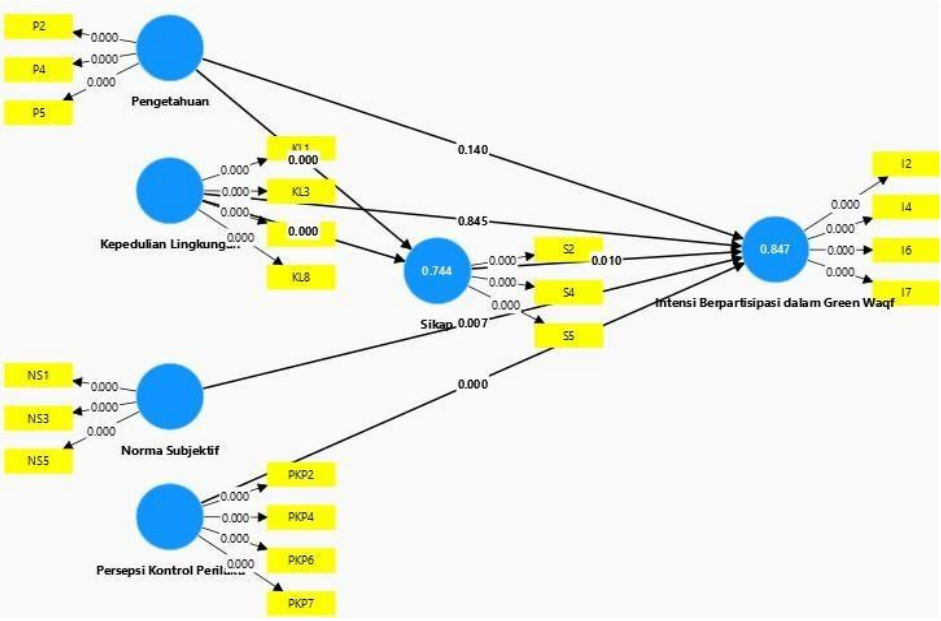

Figure 3. SEM-PLS Research Output Model

Source: SmartPLS Processing Output

DISCUSSION AND IMPLICATION

Table 2. Results of Research Hypotheses

	Original sample (O)	*T statistics (|O/STDEV|)*	*P values*	*Results*
Knowledge -> Intention to Participate in Green Waqf	*0,083*	*1,476*	*0,140*	*Not Accepted*
Environmental Concern -> Intention to Participate in Green Waqf	*0,015*	*0,196*	*0,845*	*Not Accepted*
Attitude -> Intention to Participate in Green Waqf	*0,182*	*2,580*	*0,010*	*Accepted*
Subjective Norms -> Intention to Participate in Green Waqf	*0,180*	*2,697*	*0,007*	*Accepted*
Perceived Control Behavior -> Intention to Participate in Green Waqf	*0,534*	*6,425*	*0,000*	*Accepted*
Knowledge -> Attitude -> Intention to Participate in Green Waqf	*0,039*	*2,219*	*0,027*	*Accepted*
Environmental Concern -> Attitude -> Intention to Participate in Green Waqf	*0,130*	*2,554*	*0,011*	*Accepted*

Source: SmartPLS Processing Output

Based on the data processing results in table 2, it shows that the original sample value is positive at 0.083, meaning that the direction of this test is in line with the proposed hypothesis. The results of this test indicate that the higher the knowledge, the greater the intention to participate in Green Waqf. The knowledge variable has a t-statistic of 1.476 < 1.96, meaning there is no influence of knowledge on the intention to participate in Green Waqf. Additionally, the p-value for the knowledge variable is 0.140, which is greater than 0.05, indicating it is not significant. Therefore, it can be stated that in this hypothesis test, Ha is rejected, meaning that knowledge does not have a significant impact on the intention to participate in Green Waqf.

According to Jatmiko et al. (2023), knowledge has a direct influence on intention, but it means nothing if it is not integrated with literacy that provides ample room for improvement, especially in The issues surrounding the implementation of environmental projects through Green Waqf are quite complex. The research by Indriani et al. (2019) and Mubarak (2022), which found that knowledge does not influence intention, reveals results that are consistent with this study. Similarly, the research by Zawawi, Mariyanti, & Sari (2023) found that a high level of knowledge about waqf among the millennial generation does not guarantee their desire to contribute to waqf. However, the findings from studies conducted by Ahmad, Samsudin, & Ismail (2023); Kameswari, Beik, & Asnawi (2023); Laila et al. (2023); and Ismail & Maryanti (2022), which state that knowledge has a direct, positive, and significant impact on the intention to contribute to waqf programs, are not in line with this research, where a high level of individual knowledge about the environment does not directly ensure their willingness to participate in Green Waqf.

The environmental concern variable has a t-statistic of 0.196 < 1.96, indicating that there is no effect of environmental concern on the intention to participate in Green Waqf. Additionally, the p-value for the environmental concern variable is 0.845, which is greater than

0.05, meaning it is not significant. Therefore, it can be stated that in this hypothesis test, Ha is rejected, meaning that environmental concern does not have a significant effect on the intention to participate in Green Waqf.

According to Sukma, Suroso, and Hermadi (2023), environmental concern can influence a person's intention to purchase green, environmentally friendly products or services. Sergi (2021) states that society has a low awareness and understanding of the green economy and social responsibility. Therefore, the lack of public awareness to seek information about the green economy, including Green Waqf as an alternative financing solution for environmental projects, means that the level of environmental concern does not directly affect the intention to participate in Green Waqf. Riptiono's research (2022) concluded that environmental concern influences customer purchase intentions for green products. Similarly, the research by Vania & Ruslim (2023) states that environmental concern can enhance a person's intention to contribute to the environment by purchasing eco-friendly beauty products. Both of these research findings are not in line with the results of this study, so the level of environmental concern of an individual does not predict their desire to contribute to the purchase of green products or services, including their willingness to participate in Green Waqf.

Furthermore, it can be seen in table 2 that the original sample value is positive at 0.182, meaning that the direction of this test aligns with the proposed hypothesis. The results of this test indicate that the higher the attitude towards waqf, the greater its influence on the intention to participate in Green Waqf. The attitude variable has a t-statistic of 2.580 > 1.96, indicating that there is an influence.

The influence of attitudes on the intention to participate in Green Waqf is supported by previous research, most of which indicates a positive effect between the attitude variable and the intention to donate. This includes studies by Masrizal et al. (2023); Mujahidah & Rusydiana (2023); Zawawi, Mariyanti, & Sari (2023); Ismail, Samad, & Ibrahim (2023); Jatmiko et al. (2023); Kasri & Chaerunnisa (2022); Badawi et al. (2022); and Abdulkareem et al. (2020). However, this study contrasts with research conducted by Rahmania & Maulana (2023); Ahmad, Samsudin, & Ismail (2023); Muhammad, Alkassim, & Sulaiman (2023); Nugraha & Falikhatun (2022); Ismail & Maryanti (2022); and Khuwarazmi, Mulyani, & Insani (2021), which state that attitudes do not significantly influence the intention to donate.

The results of this test indicate that the higher the subjective norm, the greater its influence on the intention to participate in Green Waqf. It is explained at table 2 which shows the direction of this test is in line with the proposed hypothesis because the original sample value is positive at 0.180. The findings also show that the greater the influence of social pressure on an individual, the more significant its impact on the intention to participate in Green Waqf.

The influence of subjective norms on the intention to participate in Green Waqf is based on the Theory of Planned Behavior proposed by Ajzen (1991), which states that the opinions and support of close individuals can affect a person's decision to take action. As stated in the research by Adirestuty et al. (2021), subjective norms have a positive and significant influence on the intention of the Muslim community to donate through cash waqf. The influence of subjective norms on the intention to participate in this Green Waqf is supported by previous studies, most of which indicate a positive effect between the subjective norm variable and the intention to give waqf, including research by Rahmania & Maulana (2023); Zawawi, Mariyanti,

& Sari (2023); Ismail, Samad, & Ibrahim (2023); Ahmad, Samsudin, & Ismail (2023); Kameswari, Beik, & Asnawi (2023); Laila et al. (2023); Jatmiko et al. (2023); Nugraha & Falikhatun (2022); Kasri & Chaerunnisa (2022); Ismail & Maryanti (2022), and Abdulkareem et al. (2020). However, this study contrasts with the research conducted by Mujahidah & Rusydiana (2023); Cascarella, Dewi, & Rusgianto (2023); and Khuwarazmi, Mulyani, & Insani (2021), which states that subjective norms do not have a significant effect on the intention to donate.

The test results indicate that the higher a person's perception of behavioral control, the greater the influence on their intention to participate in Green Waqf. This can be seen in Table 2, where the original sample value is positively 0.534, meaning that the direction of this test aligns with the proposed hypothesis. The variable of perceived behavioral control has a t-statistic of 6.425 > 1.96, indicating that there is an influence of the level of perceived behavioral control on the intention to participate in Green Waqf. Additionally, the p-value for the perceived behavioral control variable is 0.000, which is less than 0.05, indicating significance. The results of this test indicate that the better a person's ability and self-control, the greater the influence on their intention to participate in Green Waqf. The influence of perceived behavioral control on the intention to participate in Green Waqf is based on the Theory of Planned Behavior proposed by Ajzen (1991), which states that perceived behavioral control as an internal motivation has the greatest impact on an individual's intention in monetary waqf (Jatmiko et al., 2023).

The influence of perceived behavioral control on the intention to participate in Green Waqf is supported by previous research, most of which indicates a positive effect between the variable of perceived behavioral control and the intention to donate. This includes studies by Zawawi, Mariyanti, & Sari (2023); Ismail, Samad, & Ibrahim (2023); Ahmad, Samsudin, & Ismail (2023); Muhammad, Alkassim, & Sulaiman (2023); Jatmiko et al. (2023); Cascarella, Dewi, & Rusgianto (2023); Kasri & Chaerunnisa (2022); Khuwarazmi, Mulyani, & Insani (2021); and Abdulkareem et al. (2020). However, this research contrasts with the studies conducted by Rahmania & Maulana (2023); Mujahidah & Rusydiana (2023); Nugraha & Falikhatun (2022); and Ismail & Maryanti (2022), which state that the perception of behavioral control does not have a significant effect on the intention to donate.

The knowledge variable has a t-statistic of 2.219 > 1.96. In addition, the p-value for the knowledge variable was found to be 0.027, which means it is less than 0.05. The influence of the attitude variable mediates the knowledge on the intention to participate in Green Waqf, showing an f-square value greater than the direct influence of knowledge on the intention to participate in Green Waqf. Therefore, it can be stated that in this hypothesis test, Ha is accepted, meaning that attitude is capable of mediating the influence of knowledge on the intention to participate in Green Waqf. Based on the data obtained in the field, the acceptance of this hypothesis is due to the fact that knowledge shapes an individual's attitude towards something, which then plays an important role in forming a person's intention to donate, where attitude reflects the individual's evaluation of the value and benefits of the act of donating itself (Haron et al., 2023).

The research by Kasri & Chaerunnisa (2022) and Khuwarazmi, Mulyani, & Insani (2021) states that a high level of individual knowledge about waqf makes it more likely for them to participate in waqf programs. The results of this study are intuitive, indicating that knowledge has a very significant influence on attitudes and behaviors, especially in religious-

based donation behaviors such as waqf. The research by Cascarella, Dewi, & Rusgianto (2023) states that low knowledge about energy endowments leads to a low attitude towards participating in energy endowments, as there is still a lack of campaigns on energy endowments for the community.

The environmental concern variable has a t-statistic of 2.554 > 1.96. In addition, the p-value for the environmental concern variable was found to be 0.011, which means it is less than 0.05. The influence of the attitude variable mediates the environmental concern towards the intention to participate in Green Waqf, showing a greater f-square value compared to the direct influence of environmental concern on the intention to participate in Green Waqf. Therefore, it can be stated that in this hypothesis test, Ha is accepted, meaning that attitude is capable of mediating the influence of environmental concern on the intention to participate in Green Waqf.

Someone who has a good understanding of environmental issues and their impact on daily life, as well as a positive attitude towards environmental recovery programs, is likely to have plans to donate. A better attitude and understanding of funding sources for environmental programs, especially for a Muslim who understands how waqf can be an alternative solution for financing environmental recovery programs, can inspire them to have the desire to contribute through waqf (Cascarella, Dewi, & Rusgianto, 2023).

Research by Onurlubaş (2018) and Maichum, Parichatnon, & Peng (2017) states that consumer environmental concern has a significant positive effect on consumer attitudes towards using eco-friendly products, which can subsequently enhance consumers' intention to purchase eco-friendly products. This means that attitudes can mediate the influence of environmental concern on respondents' intentions to buy and use environmentally friendly green products. Similarly, the research by Cascarella, Dewi, & Rusgianto (2023) states that environmental concern significantly influences respondents' attitudes towards participating in energy endowments. This means that individuals who are environmentally conscious tend to have a desire to participate in energy endowments because they hold a positive attitude towards the program. Thus, based on the findings of this study related to theoretical concepts and previous empirical research, it can be concluded that attitudes can mediate the influence of environmental concern on the intention to participate in Green Waqf.

CONCLUSION

The conclusion of this research is derived from the results of the tests and discussions that have been presented earlier. Knowledge about the procedures for waqf (especially cash waqf) in the Green Waqf program is high, so the respondents' basic understanding of the Green Waqf program is very good as a foundation for the possibility of participation. On the other hand, the level of environmental concern reflects worries about the deterioration of environmental quality that will impact one's life. The presence of institutional waqf campaigns supporting the implementation of high Green Waqf illustrates a positive attitude towards funded environmental programs. Subjective norms encourage individuals to restore critical land in Indonesia. The respondent's full control over themselves and their ability to participate in Green Waqf is very good, in line with their belief that Green Waqf can assist the government in achieving high sustainable development goals. Furthermore, a good level of intensity encourages respondents to participate in addressing environmental damage. Future researchers are advised to use other factors or add new variables to further explain how the community's

intention to participate in Green Waqf. It would be even better if the level of the research variables is elevated towards interest and behavior in donating to the Green Waqf program.

LIMITATIONS AND FURTHER RESEARCH

This study focuses on Green Waqf, which is still in the early stages of its framework implementation. Therefore, future research is expected to expand and delve more specifically into the actual waqf behavior within the Green Waqf program, using variables that align with existing behavioral theories. This would make future studies more comprehensive and contribute significantly to helping stakeholders understand the public's intention and behavior in performing waqf to support environmentally funded projects. Furthermore, future research is encouraged to broaden the scope of respondents to ensure a more even and comprehensive distribution of the questionnaire across all islands. In this study, most respondents were concentrated in Java due to the researcher's limited network and time constraints during the data collection process.

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