Impact of attitude, subjective norms, and perceived behavioural control on intention to invest in retail green sukuk among Muslim millennials in Jabodetabek

Muhammad Ananda Ikhsan & Ries Wulandari

Prodi Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia

ABSTRACT
Introduction
Retail green sukuk is an environmentally friendly investment option for millennials. However, there have not been many studies related to this in the context of millennials in big cities in Indonesia.

Objectives
This research aims to analyse the impact of attitude, subjective norms, and perceived behavioral control in intention to invest in retail green sukuk among Muslim millennials in Jabodetabek.

Method
This research uses the PLS-SEM (Partial Least Square Structural Equation Modeling) which presents the results of regression analysis relating to testing the relationship between endogenous and exogenous variables. A total of 183 Muslim millennials participate in this research by fulfilling an online questionnaire.

Results
The results of this research show that these three variables significantly influence Green Sukuk investment interest among Millennium Muslims in Jabodetabek, with a significance value of attitude of 0.669, subjective norm of 0.213, and perceived behavioral control of 0.030.

Implications
Governments or other corporations issuing retail green sukuk instruments should focus more on promoting their green initiatives. This will create a positive attitude among millennial investors toward Retail green sukuk instruments.

Originality/Novelty
This study provides insights into the intention to invest in environmentally friendly financial product among Muslim millennials living in large cities in Indonesia.


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INTRODUCTION

Climate change, such as droughts and forest fires predominantly caused by increasing greenhouse gas emissions annually, necessitates swift mitigation efforts (Hania et al., 2022). Indonesia, a developing country in Asia, is not immune to these challenges, facing a worrisome surge in carbon dioxide (CO2) emissions, increasing significantly in the last few years (Kurniarahma et al., 2020; Zulaicha et al., 2020). Acknowledging this alarming increase, the Indonesian government has formulated the 2020–2024 National Medium Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional abbreviated RPJM in Bahasa Indonesia), encompassing seven national development agendas. Two of these agendas focus on strengthening infrastructure to support economic development and services in the market, and building resilience to uncertain disasters and climate change, aiming to realize a prosperous, just, and sustainable middle-income Indonesia (Hapsari et al., 2021; Kusriyah & Witasari, 2024).

Sustainable financing is one of the best strategies to reduce the surge in CO2 emissions. This financing option is considered a forefront initiative to create an environmentally friendly economy by channeling funds into low-emission infrastructure development, including Smart Grid and energy efficiency projects, playing a crucial role in shaping a low-emission environment (Saeed Meo & Karim, 2022). Not only governments companies or corporations can also contribute to supporting sustainable financing as a responsibility to the environment. Corporate responsibility extends beyond shareholders to involve a broader spectrum, including impacted communities and the environment (Banerjee, 2018; Berger-Walliser & Scott, 2018; Su et al., 2018). Furthermore, the increasing awareness and stronger interest in environmental protection, prompting investors and financial institutions to prioritize sustainable financing for investment activities (Gilchrist et al., 2021; Kumar et al., 2022; Zhan & Santos–Paulino, 2021). Therefore, this research is crucial to better understand the factors influencing retail investors’ interest in investing in institutions, whether state-owned or private corporations, implementing environmentally friendly investments, ensuring market sustainability through active participation from institutional and retail investors.

It is worth noting that the interest in purchasing Green Sukuk is still relatively small compared to Indonesia’s population (Karina, 2019; Pujiantoro et al., 2021). However, millennials constitute the largest group of investors in Green Sukuk series ST009, accounting for 19,075 investors or 53.89% of the total 35,397 investors, with a purchase value of Rp. 3.7 trillion or 37.02% of the total sales. In terms of the proportion of the number of investors to the total number of investors and the proportion of nominal orders to the total order value, millennial investor participation in the issuance of series ST009 is the highest in the history of Retail Green Sukuk issuance (Kementerian Keuangan Republik Indonesia, 2022). According to the National Survey of Financial Literacy and Inclusion (Survei Nasional Literasi dan Inklusi Keuangan abbreviated SNLIK in Bahasa Indonesia) in 2022, the Jabodetabek region significantly ranks with an
average literacy percentage of 52.99% and an average financial inclusion percentage of 90.22% (Otoritas Jasa Keuangan, 2022). This aligns with the government’s goal to encourage millennial investors to be both intelligent and environmentally conscious (Halim et al., 2022; Simamora, 2022). The issuance of series ST009 is a form of sustainable financing or Retail green sukuk. Among various investment instruments, Retail green sukuk series ST009 is one of the most favored by millennials, although it is still relatively new in Indonesia (Sudaryanti et al., 2011). Hence, the current research examines interest in Retail green sukuk investment.

Research on environmental-friendly investment intentions is not new. Osman et al. (2019) used the Theory Planned of Behavior (TPB) to measure the decision of Malaysian society to invest in Green Sukuk instruments. Prasetya et al. (2022) also used the TPB to measure millennial investor attitudes toward investing in regular sukuk instruments. Meanwhile, other studies found that investing in companies implementing environmentally friendly initiatives is crucial for ensuring sustainable economic growth (Khan et al., 2022; Nagaty, 2022; Waris et al., 2024; Zahan & Chuanmin, 2021).

However, related research on this topic is still very limited, especially in Indonesia. Retail green sukuk is the first environmentally friendly financing instrument issued by Indonesia globally in 2018, becoming a significant instrument for the progress of the Islamic financial industry, particularly concerning the environment in Indonesia. Hence, further exploration is still required. This study will specifically evaluate the investment intentions of Muslim millennials in Retail green sukuk instruments and the influencing factors.

LITERATURE REVIEW

The relationship between financial development, economic growth, and environmental degradation has become a crucial concern for policymakers and environmental advocates. Therefore, this section presents a literature review on the investment intentions of Retail green sukuk, focusing on the motivating factors and influences on these intentions. Retail green sukuk is a term within sustainable financing, encompassing socially responsible investing (SRI), environmental social governance (ESG), long-term sustainable investments, and similar concepts (Doval & Negulescu, 2014; Inderst et al., 2012). This instrument was first issued in March 2018, marking the first occurrence in Asia (Abdurrochim, 2019; Kementerian Keuangan Republik Indonesia, 2020).

Green sukuk represents a new breakthrough in financial instruments issued in accordance with Islamic law as a response to the growing green economy (Morea & Poggi, 2017). Funds from Green Sukuk sales are allocated to support government-defined green projects in Indonesia (Sudaryanti et al., 2011). Additionally, green investment strategies within the Islamic economy can be an effective and sustainable solution to address global economic challenges (Syaichoni, 2023).

As discussed earlier, the involvement of the Millennial generation plays a crucial role in Retail green sukuk investment. There is an urgent need for significant
government involvement in enhancing the competencies of human resources and the demographics of the younger generation through various policies and regulations. Unlike previous generations, millennials exhibit characteristics more aligned with technology, which significantly influences their behavior and decision-making processes (Musahidah & Sobari, 2021).

This research is based on the Theory of Planned Behavior (TPB) proposed by Ajzen (1991) as the framework. TPB is commonly used to investigate pro-environmental behavior, aligning with the main goal of this research, which is to explore motivating factors influencing the interest in investing in Retail green sukuk. Previous studies have tested the TPB model, confirming its suitability due to its strong explanatory capacity for predicting intentions (Wan et al., 2017). TPB is widely recognized and extensively used in environmental studies (Ahmed et al., 2021; Ateş, 2020; Lucarelli et al., 2020; Yuriev et al., 2020). Following Ajzen’s (1991) recommendations, Attitude, Subjective Norms, and Perceived Behavioral Control are significant determinants of behavior intentions.

In TPB, the key factors influencing the tendency to engage in specific behaviors are individual attitudes (Attitude), subjective norms (Subjective Norms), and perceived behavioral control (Perceived Behavioral Control) (Ajzen, 1987, 1991). TPB argues that behavioral intention directly precedes actual behavior. Ajzen (1991) asserts that individuals intend to perform a behavior when they have a positive evaluation of that behavior, receive positive societal feedback, find it useful, and perceive many opportunities for its application. Finally, behavioral intention is considered internalized from anticipated pros and cons related to the upcoming behavior. Ajzen emphasizes that behavioral intention serves as the driving force behind the implementation of intended behavior (Ajzen, 1985, 1987).

Attitude represents an expression of thoughts or feelings towards someone or something reflected in an individual's behavior. This attitude is shaped by a person's beliefs about the outcomes of their actions and their reactions to the results of that behavior (Cordano & Frieze, 2000). Therefore, the attitude toward a particular behavior involves an action related to that behavior with beliefs about specific outcomes of the actions taken (Ajzen, 1991). In the context of pro-environmental behavior, attitudes toward that behavior include an individual's feelings or thoughts about engaging in environmentally friendly activities (Z. Wang et al., 2011). Essentially, a positive attitude toward environmental issues increases the likelihood of someone engaging in environmental protection actions. Increasing environmental pollution and energy security challenges highlights the positive impact of attitudes on behavioral intentions, as evidenced in the case of new energy vehicles (Goh et al., 2017; Z. Wang et al., 2017).

This review focuses on studies applying the TPB model (Ajzen, 1991; Tan et al., 2017). Social norms are another influential factor connecting individual intentions with their behavior (Fong & Wong, 2015). The tendency to engage in a particular behavior is strongly influenced by perceived pressure from one's social environment (Ajzen, 1991). Essentially, this involves an individual's decision to engage in a particular behavior
under the influence of societal expectations (Valtonen et al., 2015). Subjective norms in this context refer to various external forces that can influence an individual's intention to invest or not invest in Retail green sukuk instruments (Majid & Maulana, 2023). Similarly, Scalco et al. (2017) describe an individual's belief in how important others think they should perform or refrain from an action. Certainly, in the field of investment in products adopting innovation, this is crucial (Awn & Azam, 2020). This proportion is evidenced by the fact that subjective norms are the most researched variable in terms of innovation adoption (Kalinic & Marinkovic, 2016). Specifically, subjective norms are expected to influence the interest in investing in Retail green sukuk instruments. Thus, a high level of interest in investment will be a significant influence (Han et al., 2010; Wan et al., 2017).

Perceived Behavioral Control (PBC) is interpreted as the perceived difficulty level an individual faces in performing a specific behavior. It closely relates to self-confidence, representing an individual's belief in factors facilitating the implementation of behavior. In simple terms, this reflects the perceived difficulty level an individual associates with performing a particular behavior (Ajzen, 1985, 1987). When applied to the intention to invest in Retail green sukuk instruments, PBC indicates an individual's perception of the difficulty level associated with their investment choices. Several studies (Chan et al., 2018; Freire, 2018; Long et al., 2017; S. Wang et al., 2016; Wu et al., 2016; L. Zhang et al., 2019; Y. Zhang & Li, 2020) show a positive correlation between PBC and interest in green-related products or investment. Specifically, PBC is determined by the idea of situational and internal factors that support or hinder someone from performing a specific behavior (Chetioui et al., 2022; Kasri & Chaerunnisa, 2021).

Based on the conducted research, the intention to invest in retail green sukuk is influenced by several factors. A study using the Theory of Planned Behavior (TPB) to explore the factors influencing Indonesian consumers’ intention to invest in green sukuk found that TPB can be used to understand the intention to invest in retail green sukuk, considering factors such as attitude, subjective norms, and perceived behavioral control (Aziz et al., 2023). Additionally, other factors such as socially responsible consumption can also influence the intention to invest in retail green sukuk. Thus, the intention to invest in Retail green sukuk is the result of the complexity of interrelated psychological, social, and economic factors. This research explores the relationship between stakeholders, sustainable finance, and investment behavior towards retail green sukuk in Indonesia. The current research framework can be illustrated in Figure 1.
METHOD

This research employs Partial Least Square – Structural Equation Modeling (PLS-SEM) as this method has the capability to execute highly complex models with latent variables (Hair et al., 2014). Consequently, its findings are reliable and statistically proven. Additionally, this study utilizes the Theory of Planned Behavior (TPB) model, where attitude, subjective norms, and perceived behavioral control are the independent variables. Based on the literature, the formulated hypotheses are as follows:

H1: There is a positive relationship between personal attitude (Attitude) and the intention of millennial Muslims to invest in retail green sukuk in Jabodetabek.

H2: There is a positive relationship between subjective norms and the intention of millennial Muslims to invest in retail green sukuk in Jabodetabek.

H3: There is a positive relationship between perceived behavioral control and the intention of millennial Muslims to invest in retail green sukuk in Jabodetabek.

In this study, a non-probability sampling research design was employed using purposive sampling technique. A total of 200 questionnaires were distributed to millennials in Jabodetabek from various institutions. The questionnaire was designed through Google Form specifically to collect responses from individuals with investment experience. To ensure timely analysis of responses, the data collection period for this research spanned three months, from October 2, 2023, to December 31,
2023. Out of the 200 questionnaires distributed, 183 were returned. Seventeen questionnaires were deemed unfit and discarded, resulting in 183 questionnaires suitable for the final analysis. This concluded with a response rate of 90.91%.

RESULTS AND DISCUSSION

The experimental phase of this research was conducted one week prior to the distribution of the research questionnaire, resulting in a total of 15 collected questionnaires. The gathered data underwent statistical analysis using SmartPLS 3.0 to determine the scale reliability within the questionnaire. Table 1.0 displays the results of the reliability test with a Cronbach’s Alpha above 0.70, indicating high internal consistency. Thus, the questionnaire is valid and easily deployable.

Table 1

<table>
<thead>
<tr>
<th>Variables</th>
<th>Indicators</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>4</td>
<td>0.950</td>
</tr>
<tr>
<td>Subjective Norms</td>
<td>3</td>
<td>0.821</td>
</tr>
<tr>
<td>Perceived Behavioural Control</td>
<td>3</td>
<td>0.965</td>
</tr>
<tr>
<td>Intentions</td>
<td>3</td>
<td>0.871</td>
</tr>
</tbody>
</table>

Source: Primary data.

Demographic data provide information about the respondents’ gender, age, and place of residence. Demographic analysis of the 183 usable data points is presented in Table 2. Among them, 110 (60.11%) respondents identified as male, and 73 (39.89%) identified as female. Furthermore, the majority of respondents fell within the 19–23 age range (44.81%). In terms of residence, the majority were domiciled in Bogor (34.97%). Lastly, a significant portion of respondents (44.26%) reported an income range between Rp. 1,000,000 and Rp. 5,000,000.

Table 2

<table>
<thead>
<tr>
<th>Items</th>
<th>F</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>110</td>
<td>60.11</td>
</tr>
<tr>
<td>Female</td>
<td>73</td>
<td>39.89</td>
</tr>
<tr>
<td>Total</td>
<td>183</td>
<td>100.00</td>
</tr>
<tr>
<td>Age range</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19–22</td>
<td>82</td>
<td>44.81</td>
</tr>
<tr>
<td>23–26</td>
<td>61</td>
<td>33.33</td>
</tr>
<tr>
<td>27–30</td>
<td>40</td>
<td>21.86</td>
</tr>
<tr>
<td>Total</td>
<td>183</td>
<td>100.00</td>
</tr>
<tr>
<td>City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jakarta</td>
<td>40</td>
<td>21.86</td>
</tr>
<tr>
<td>Bogor</td>
<td>64</td>
<td>34.97</td>
</tr>
</tbody>
</table>
Data analysis for this study was conducted using SmartPLS 3.0. To evaluate variable validity and reliability, this study applied specific thresholds: Outer Loadings value of (0.708), Composite Reliability (CR) of (0.700), and Average Variance Extracted (AVE) value of (0.50), as recommended by Hair et al. (2019). Upon analysis, no indicators from the variables were excluded from the study, as they all met the threshold for Outer Loadings. Moreover, all indicators satisfied the Heterotrait-Monotrait (HTMT) criteria (<0.90), as recommended by Henseler et al. (2015). Table 3 presents the final measurement model, indicating its reliability and valid convergent validity.

**Table 3**

**Measurement Model**

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Outer Loadings</th>
<th>Composite Reliability (CR)</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude (X1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT1</td>
<td>0.860</td>
<td>0.938</td>
<td><strong>0.791</strong></td>
</tr>
<tr>
<td>ATT2</td>
<td>0.894</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT3</td>
<td>0.912</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT4</td>
<td>0.892</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norms (X2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN1</td>
<td>0.952</td>
<td>0.967</td>
<td><strong>0.879</strong></td>
</tr>
<tr>
<td>SN2</td>
<td>0.956</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN3</td>
<td>0.932</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN4</td>
<td>0.910</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Behavioural Control (X3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBC1</td>
<td>0.955</td>
<td>0.955</td>
<td><strong>0.876</strong></td>
</tr>
<tr>
<td>PBC2</td>
<td>0.952</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBC3</td>
<td>0.899</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 4

Discriminant Validity

<table>
<thead>
<tr>
<th>Attitude (X1)</th>
<th>Intention to Invest in Retail Green Sukuk (Y)</th>
<th>Perceived Behavioural Control (X3)</th>
<th>Subjective Norms (X2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to Invest in Retail Green Sukuk (Y)</td>
<td>0.890</td>
<td>0.617</td>
<td>0.785</td>
</tr>
<tr>
<td>Perceived Behavioural Control (X3)</td>
<td></td>
<td>0.505</td>
<td>0.721</td>
</tr>
<tr>
<td>Subjective Norms (X2)</td>
<td></td>
<td>0.938</td>
<td>0.937</td>
</tr>
</tbody>
</table>

Source: Primary data. Authors’ estimation.

Subsequently, a discriminant validity test was conducted to assess the content and substance of variables. Table 4 illustrates that the model meets the HTMT criteria (<0.90), affirming its discriminant validity (Henseler et al., 2015). The structural model is depicted in Figure 2, and various assessments have been conducted to evaluate it.

In terms of lateral collinearity, the evaluation used inner VIF with a threshold value below (>5), as recommended by Sarstedt et al. (2020). Table 5 shows that none of the
inner VIF values are below 5, leading to the conclusion that there are no lateral collinearity issues among the variables in this study.

**Figure 2**

*Structural Model*

![Structural Model Diagram](image)

Source: Primary data. Authors' estimation.

**Table 5**

*Lateral Collinearity*

<table>
<thead>
<tr>
<th></th>
<th>Attitude (X1)</th>
<th>Intention to Invest in Retail Green Sukuk (Y)</th>
<th>Perceived Behavioural Control (X3)</th>
<th>Subjective Norms (X2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude (X1)</td>
<td>2.929</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intention to Invest in Retail Green Sukuk (Y)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Behavioural Control (X3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norms (X2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data. Authors' estimation.
On the other hand, in assessing Explanatory Power, as presented in Table 6, the $R^2$ value for Intention to Invest Retail green sukuk ($Y$) is 0.686, indicating that the exogenous variables (Attitude, Subjective Norms, and Perceived Behavioral Control) can explain 68.80% of the endogenous variable (Intention). Specifically, the $R^2$ value for the intention to invest in Retail green sukuk is 0.686, suggesting that variables (Attitude, Subjective Norms, and Perceived Behavioral Control) can explain 68.80% of the indicators on the endogenous variable, Intention to Invest in Retail Green Sukuk ($Y$). This $R^2$ value indicates that the model is sufficiently effective in predicting the influence on the intention to invest in retail green sukuk.

### Table 6

**Explanatory Power Assessment**

<table>
<thead>
<tr>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intention to Invest in Retail Green Sukuk ($Y$)</strong></td>
</tr>
</tbody>
</table>

Source: Primary data. Authors’ estimation.

These findings also indicate that Attitude has the most substantial influence among the variables. Nevertheless, Subjective Norms also have a significant impact on the intention to invest in Retail Green Sukuk (Sarstedt et al., 2020). Table 7 provides a summary of the effect size ($f^2$) for each variable.

### Table 7

**Effect Size ($f^2$) Values**

<table>
<thead>
<tr>
<th>Attitude ($X_1$)</th>
<th>Intention to Invest in Retail Green Sukuk ($Y$)</th>
<th>Perceived Behavioural Control ($X_3$)</th>
<th>Subjective Norms ($X_2$)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attitude ($X_1$)</strong></td>
<td>0.487</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intention to Invest in Retail Green Sukuk ($Y$)</td>
<td></td>
<td>0.002</td>
<td></td>
</tr>
<tr>
<td>Perceived Behavioural Control ($X_3$)</td>
<td></td>
<td></td>
<td>0.054</td>
</tr>
<tr>
<td>Subjective Norms ($X_2$)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data. Authors’ estimation.

Lastly, estimation evaluation from the Structural Model assessment was performed by applying Bootstrapping analysis to determine the statistical significance of path coefficients. In this study, 114 samples were used to generate path coefficients and corresponding t-values (Streukens & Leroi-Werelds, 2016). Table 8 summarizes the hypothesis testing results, indicating that all tested hypotheses (H1, H2, and H3) are significant, with t-values $\geq 1.645$ and significance at the 0.05 level. H1,
H2, and H3 conclude that Attitude, Subjective Norms, and Perceived Behavioral Control positively influence the intention to invest in Retail green sukuk.

**Table 8**

*Summary of Hypothesis Testing*

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Beta</th>
<th>Standard Error</th>
<th>t-Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 ATT (X1) &gt; INT (Y)</td>
<td>0.651</td>
<td>0.0124</td>
<td>5.411</td>
<td></td>
</tr>
<tr>
<td>H2 SN (X2) &gt; INT (Y)</td>
<td>0.006</td>
<td>0.092</td>
<td>0.328</td>
<td></td>
</tr>
<tr>
<td>H3 PBC (X3) &gt; INT (Y)</td>
<td>0.217</td>
<td>0.111</td>
<td>1.911</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data. Authors’ estimation.

In recent years, there has been a consistent global rise in the practice of green investment. As awareness of the urgent state of global climate change grows, the probability of an increase in individuals’ willingness to invest in environmentally-friendly enterprises rises. This research aims to enhance public understanding of global warming and climate change, as well as its profound implications for our daily existence. Gaining insight into the investment patterns of millennial investors is essential, as they represent the future of investment in our nation. Undoubtedly, climate change continues to be the most formidable challenge impacting the global economy. This research provides empirical evidence for the significance of these three elements in guaranteeing the long-term viability of the capital market.

Previous research also found that it was consistent with the results analyzed from this study where the three variable elements had a positive effect on interest (Meng et al., 2021; Muhammad et al., 2022). Therefore, this shows the importance of these three variables in ensuring sustainable capital for investment instruments that have environmentally friendly initiatives. In addition, increasing personal attitudes, subjective norms, and perceived behavioral control have a positive effect on intention. Previous studies (Al-Debei et al., 2015; Roh et al., 2022; Sembada & Koay, 2021; Sumaedi et al., 2015) also found similar results. These findings suggest that retail investors possess internal motivation and are considered trustworthy when it comes to investing in Retail green sukuk. Hence, in order to encourage investment in retail green sukuk, it is crucial to establish a sense of confidence among investors through increased collaboration between the government and investors in conducting more green promotional events. This is due to the correlation between the level of control seen by investors and their trust in investing in companies that prioritize environmentally friendly projects. Thus, it is imperative to provide millennial investors
with additional information in order to enhance their sense of control over the performance of financial instruments. In addition, governments should contemplate offering supplementary incentives to individuals who invest in retail green sukuk. This would ensure that the instrument has ample funding for environmentally conscious endeavors and can effectively promote a sustainable environment without compromising human well-being.

CONCLUSION

Awareness of the importance of sustainable development is increasing amid climate and health crises, prompting society, especially millennials, to recognize the value of sustainable investments for generating steady income. This study stands out by exploring the motivational factors influencing investors’ intentions to invest in environmentally-friendly initiatives. Specifically, it contributes to enhancing the original Theory of Planned Behavior (TPB), which influences decisions to invest in Retail green sukuk among millennials in Jabodetabek. Furthermore, achieving sustainable development requires substantial funding, especially for projects related to renewable energy. Responding to this challenge, stakeholders proactively design financial instruments specifically tailored to support initiatives aligned with the Medium-Term Development Plan (RPJM). One such innovative instrument is the development of Retail green sukuk, a unique form of financing dedicated to Smart Grid projects and energy efficiency.

Theoretically, this research provides empirical evidence that Attitude (X1), Subjective Norms (X2), and Behavioral Control (X3) variables influence the intention to invest in Retail green sukuk. Simultaneously, these findings indicate that the attitudes, subjective norms, and behavioral control of the public positively influence the intention to invest in Retail green sukuk. Particularly, this study uniquely focuses on the attitude variable as a crucial element in exploring the community’s willingness to invest. Improved attitudes can impact increased interest in investing in Retail green sukuk instruments. Thus, when the public has a positive attitude towards investment, the interest among millennials in investing in Retail green sukuk increases.

These findings may suggest that governments issuing Retail green sukuk instruments should focus more on promoting their green initiatives. This will create a positive attitude among millennial investors toward Retail green sukuk instruments. Additionally, governments issuing Retail green sukuk instruments should frequently update their green initiatives so that retail investors feel better control over the financial and environmental performance of the government. Policymakers can play a crucial role in promoting environmentally friendly activities and programs among millennial investors. Retail investor participation will ensure a sustainable capital market. Policymakers can attract foreign direct investment by promoting and attracting investment in Green Sukuk, especially those issued by the government. Furthermore, policymakers can provide more incentives, such as tax exemptions for millennial investors, to encourage more investment in Retail green sukuk.
Indirectly, this can boost and stimulate interest among millennial investors. Moreover, the findings also indicate that the ability of investors to directly control the interest in investing in Retail green sukuk contributes significantly to that interest. The positive relationship between attitude, subjective norms, behavioral control, and behavioral interest in investing in Retail green sukuk has outlined its construction. Therefore, it is essential to stimulate these three variables to ensure a sustainable capital market for environmentally friendly initiatives.

To build an explanatory model regarding millennials’ perceptions of their willingness to invest in Retail green sukuk was the main goal of this research. However, the study has some limitations. Firstly, static motivational factors adopted from the theory of planned behavior without considering other motivational factors might not be holistic in identifying these factors. External factors such as government incentives and tax exemptions are suggested for further research to identify internal and external motivational factors influencing millennials’ interest in investing. Secondly, the three-month time allocation for collecting responses might not be enough to cover various respondent types based on location. Therefore, it is recommended to allocate more time to gather more responses. Finally, the online questionnaire distribution may not reach respondents with limited network access. It is suggested that future research includes both physical and online questionnaire distribution.

**Author Contributions**

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<tr>
<th>Conceptualization</th>
<th>M.A.I. &amp; R.W.</th>
<th>Resources</th>
<th>M.A.I. &amp; R.W.</th>
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<td>Funding acquisition</td>
<td>M.A.I. &amp; R.W.</td>
<td>Validation</td>
<td>M.A.I. &amp; R.W.</td>
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<tr>
<td>Methodology</td>
<td>M.A.I. &amp; R.W.</td>
<td>Writing – original draft</td>
<td>M.A.I. &amp; R.W.</td>
</tr>
<tr>
<td>Project administration</td>
<td>M.A.I. &amp; R.W.</td>
<td>Writing – review &amp; editing</td>
<td>M.A.I. &amp; R.W.</td>
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**Institutional Review Board Statement**

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**Informed Consent Statement**

Informed consent was obtained before respondents answered the questions.

**Data Availability Statement**

The data presented in this study are available on request from the corresponding author.

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Intention to invest in retail green sukuk

Conflicts of Interest

The authors declare no conflicts of interest.

REFERENCES


Intention to invest in retail green sukuk


