

# BEYOND INTENTIONS: UNDERSTANDING THE IMPACT OF VALUE CO-CREATION ON DEPOSIT WASTE SEGREGATION

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## Keywords

*attitudes, subjective norms, perceived behavioral control, value co-creation, intention to deposit segregated waste*

## ABSTRACT

This study examines the factors influencing the intention to segregate waste and participate in waste bank programs, based on the Theory of Planned Behavior (TPB) and the concept of value co-creation. The research highlights the significant role of attitudes, subjective norms and perceived behavioral in shaping the intention to segregate waste. However, it finds that attitudes, subjective norms and perceived behavioral control did not significantly influence the intention to segregate waste. This suggests that participants' decisions to engage in waste management practices were less affected by their attitudes, subjective norms and perceived control over the behavior. Furthermore, value co-creation was found to mediate the relationship between attitudes and intentions, indicating that when consumers actively contribute to creating value, they become more motivated to continue their pro-environmental behaviors. The study also reveals that positive experiences and a sense of ownership in the waste management process reinforce participants' commitment to segregating waste, even without external pressure or rewards. The findings provide valuable insights into how programs involving active participation in co-creating value can enhance environmental behaviors.

## INTRODUCTION

There is an urgent need for research to understand the strength of people's intentions to reduce waste through participation in Indonesia's waste bank program (Sekito et al., 2020). This is especially important considering that waste collection systems are predominantly focused on urban areas, while many regions in Indonesia lack access to government-provided waste collection services (Pribadi, 2017). One community empowerment program aimed at addressing waste issues is the Waste Bank program (Irfana et al., 2023). The establishment of Waste Banks encourages people to manage waste from their households.

It is crucial to understand the enthusiasm of waste bank customers regarding the intensity of the waste reduction program, which impacts self-awareness and behavioral control in addressing waste problems. One function of waste bank is to educate its customers to participate in waste management, especially considering the limited infrastructure and facilities, particularly waste collection services provided by the government (Asteria & Herdiansyah, 2022). Active customer participation will accelerate the waste management process, enabling more efficient waste management by all members of society. (Darnall & Carmin, 2005).

According to the theory of planned behavior, engaging individuals can be achieved by enhancing their subjective norms, which are defined as social pressures that guide personal behavior (Icek Ajzen, 1991). Specifically, Ajzen (2015) explains that beliefs about the appropriateness of a person's behavior stem from information aligned with subjective norms, attitudes, and perceived behavioral control within their environment. One approach to changing behavior in waste management is by improving subjective norms, attitudes, and perceived behavioral control. Based on this theory, education plays a key role in promoting the positive aspects of waste saving, reinforcing social sanctions to strengthen

subjective norms in waste management, and increasing perceived behavioral control by raising awareness about the simplicity of managing household waste.

Morren & Grinstein (2021) research highlights that previous studies have identified subjective norm as the weakest predictor of intention. According to Armitage & Conner (2001) study, which analyzed 100 prior studies applying the theory of planned behavior, intention is more strongly influenced by attitude than by subjective norm. One factor contributing to individuals becoming and remaining loyal Waste Bank customers is their active participation in Waste Bank activities. This participation, as a reflection of customer loyalty, can be assessed through the concept of value co-creation.

Value co-creation refers to the collaborative creation of value between a brand and its consumers to achieve specific consumer goals (Grönroos, 2008). It is grounded in the Service-Dominant Logic theory, which emphasizes the concept of a service ecosystem—a self-sustaining system capable of adapting to interactions with various parties and resources (Vargo et al., 2015; Arnould, 2008). Value co-creation highlights the partnership between the parent Waste Bank and its customers in generating shared value (Lusch & Vargo, 2006). Therefore, it is crucial to analyze the role of value co-creation as a moderating variable within the TPB model, particularly in the context of Waste Bank customers. The important question in this research is “How does value co-creation act as a mediating variable in the Theory of Planned Behavior model in the context of parent Bank Sampah customers, and how does this affect customers’ intentions to actively participate in Waste Bank activities?”

This study examines the factors influencing the intention to segregate waste and participate in waste bank programs, based on the Theory of Planned Behavior (TPB) and the concept of value co-creation. The research contributes to the understanding of environmental behavior by exploring the factors that influence individuals' intentions to segregate waste and engage in waste bank programs. By applying the Theory of Planned Behavior (TPB) and the concept of value co-creation, this study provides a framework for identifying key determinants of waste management behaviors. It highlights the importance of attitudes, subjective norms, and perceived behavioral control in shaping intentions, while also emphasizing the role of collaborative value creation in enhancing community participation in sustainable waste practices. This research can inform policymakers and practitioners in designing effective interventions to promote waste segregation and participation in waste management programs.

## **Literature Review and Hypothesis Development**

### ***Theory of Planned Behavior***

Theory of Planned Behavior (TPB) is an extension of the theory of reasoned action that addresses the limitations of explaining consumer behaviors that are not entirely controlled by individual consciousness (Fishbein & Ajzen, 1975). In reality, not all consumer behaviors are under the conscious control of individuals. Factors other than motivation, such as opportunities and the availability of resources (time, money, skills, networks, etc.), also come into play (Sirgy, 1985). Collectively, these factors indicate the customer's ability to control their behavior, which is linked to opportunities, resource ownership, and their belief in the success of the behavior they exhibit.

Attitude refers to an individual's evaluation of the extent to which a behavior is considered beneficial or harmful (Ajzen & Fishbein, 1977). Customers' behavior to obtain more economic value or benefits for engaging in waste management activities. According to TPB, an individual's attitude toward a behavior will influence the intention to perform that behavior. Subjective norms are an individual's perception of social pressure to perform or not perform a behavior (Ajzen, 2011). Subjective norms explain the function of normative beliefs, which represent perceptions of preferences regarding whether the behavior should be performed. This model quantifies beliefs by multiplying the subjective likelihood that a significant other (referred to as a referent) thinks the individual should perform the behavior by the individual's motivation to comply with what the referent desires. Perceived behavioral control aligns with the concept of self-efficacy, which involves a shared understanding of how consumers carry out plans adjusted to the situations they face (Icek Ajzen, 1991). Self-efficacy is the belief that consumer confidence influences the activities of selection, preparation, and effort during activities, which are driven by thought processes and emotional reactions.

Intention in the Theory of Planned Behavior (TPB) refers to an individual's intention or determination to perform a specific action (Ajzen, 2014). In the context of TPB, intention is considered a strong predictor of actual behavior. This means that the stronger an individual's intention to do something, the more likely they are to actually do it. The intention to deposit segregated waste is the

result of an individual's success in identifying themselves as part of an environmentally-conscious community, where saving waste becomes a symbol of a sustainable lifestyle. The decision to deposit segregated waste is strongly influenced by the symbolic values attached to the action, such as concern for future generations and contributing to environmental conservation. The intention to deposit segregated waste is also closely related to an individual's effort to achieve a better quality of life through actions that have a positive impact on the environment.

H1: Attitude influences the intention to deposit segregated waste.

H2: Subjective Norm influences the intention to deposit segregated waste.

H3: Perceived Behavioral Control influences the intention to deposit segregated waste.

### ***Service Dominant Logic***

According to SDL (Service-Dominant Logic), value is created through a collaborative process between the waste bank and customers (Merz et al., 2009). Customers are not merely passive service recipients, but also co-creators or joint value creators (Vargo, 2009). The interaction between customers and waste bank generates experiences and knowledge for the customers, such as how to sort waste, the benefits of recycling, and resource conservation. The integration of the value co-creation concept into the Theory of Planned Behavior (TPB) enriches the understanding of how active customer participation in the waste bank affects their behavior. TPB posits that behavior is influenced by three main factors: the attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of co-creation, each of these factors can be strengthened through customer involvement in creating value together.

H4 : Attitude influences value co-creation.

H5 : Subjective Norm influences value co-creation.

H6 : Perceived Behavioural Control influences value co-creation.

Value co-creation strengthens intention by creating positive attitudes, reinforcing social norms, and enhancing behavioral control (Kim & Hall, 2019; Meng & Cui, 2020). Through active participation in value creation, waste bank customers are more likely to have a stronger commitment and sustainable habits in waste management, which supports the sustainability of the program. Value co-creation is not just a tool to enhance customer loyalty, but also an effective strategy to encourage behavioral change toward a more sustainable lifestyle.

H7 : Value co-creation influences to deposit segregated waste.

Value co-creation acts as a mediation between attitudes, subjective norms, and perceived behavioral control, and an individual's intention to deposit segregated waste. Through co-creation, consumers feel a sense of ownership over the solution, making them more motivated to implement it in their daily lives (Lee et al., 2012). The co-creation process also fosters a strong sense of community and social support (Siddique et al., 2022), thereby strengthening subjective norms and boosting consumers' confidence in taking action, particularly in saving waste. Rana et al. (2020) explain that the more confident an individual is in their ability to perform an action, the more likely they are to engage in the value creation process of that action, thus increasing the likelihood of an individual's intention to save waste, which influences their actions in managing household waste.

H8: Value Co-creation mediates the effect of Attitude on the intention to deposit segregated waste.

H9: Value Co-creation mediates the effect of Subjective Norm on the intention to deposit segregated waste.

H10: Value Co-creation mediates the effect of Perceived Behavioral Control on the intention to deposit segregated waste.

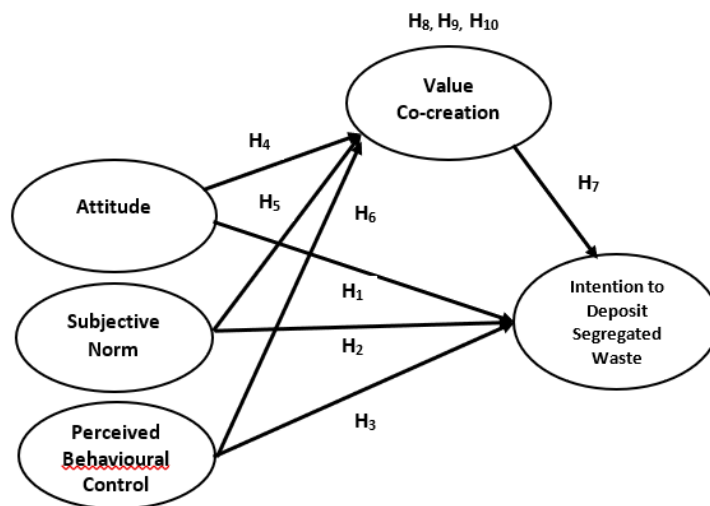


Figure 1. Model Research

**METHODS**

This research employed a quantitative approach using Structural Equation Modeling - Partial Least Squares (SEM-PLS) to analyze the relationships among latent variables that influence the intention to deposit segregated waste. The relationships among latent variables will reflect a causal pathway, whereby subjective norm, attitude, perceived behavioral control, and value co-creation directly or indirectly influence the intention to deposit segregated waste.

The data for this study were collected using a survey method, which is suitable for obtaining responses from a large sample efficiently and systematically. The survey utilized a structured questionnaire designed to measure five latent variables: Subjective Norm, Attitude, Perceived Behavioral Control, Value Co-Creation, and Intention to Deposit Segregated Waste. Each variable was operationalized through multiple indicators, adapted from validated scales in prior research and tailored to the study context. A five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used to capture respondents' perceptions and intentions. Variabel laten Subjective Norm, Attitude, Perceived Behavioral Control, and Intention to Deposit Segregated Waste based on Theory Planned Behaviour (TPB) (Ajzen, 2014). Variabel laten Value Co-Creation based on Theory Service Dominant Logic, to investigate the active participation of bank sampah customers in fostering its development as a community-based initiative.

The respondents of this study are customers of the Malangbong Garut Waste Bank. These respondents have been confirmed to have received education on household waste segregation and are aware of the procedures for saving waste. The study yielded a sample of 100 respondents who completed the survey in its entirety and consistently deposited segregated waste.

**Table 1.** Respondents

<b>Education</b>	<b>Person</b>
Elementeray School	85
Junior High School	12
Senior High school	3
<b>Length of Time to Deposit Segregated Waste</b>	
<b>Time</b>	<b>Person</b>
< 1 year	12
1 - 2 year	80
> 3 year	8
<b>Intention to Deposit Segregated Waste in a Month</b>	
Once	15
2 - 3 times	74
More than 4	11

**RESULTS****Hypothesis Results****Table 2.** Hypothesis Results

	Item	$\beta$	P-Value	Results
H1	Attitude → Intention to deposit segregated waste.	0.06	0.35 > 0.01	Not Significant
H2	Subjective Norm → Intention to deposit segregated waste.	0.28	0.09 > 0.01	Not Significant
H3	Perceived Behavioural Control → Intention to deposit segregated waste.	- 0.02	0.46 > 0.01	Not Significant
H4	Attitude → value co-creation	0.38	<0.01	Significant
H5	Subjective Norm → Value Co-creation	0.05	0.35 > 0.01	Not Significant
H6	Perceived Behavioural Control → Value Co-creation.	0.05	< 0.01	Significant
H7	Value Co-creation. → Intention to deposit segregated waste.	0.44	<0.01	Significant
H8	Attitude → Value Co-creation → Intention to deposit segregated waste.	0.078	<0.05	Significant
H9	Subjective Norm → Value Co-creation → Intention to deposit segregated waste.	0.010	>0.05	Not Significant
H10	Perceived Behavioural Control → Value Co-creation → Intention to deposit segregated waste.	0.072	<0.05	Significant

The results of the three indicator tests show that the average path coefficient (APC) is 0.229 with a significance of  $p < 0.001$ , the average R-squared (ARS) is 0.449 with a significance of  $p = 0.006$ , and the average adjusted R-squared (AARS) is 0.409 with a significance of  $p = 0.029$ , all of which meet the good criteria. The average block VIF (AVIF) test result is 1.811, and the average full collinearity VIF (AFVIF) test result is 1.846, both of which are ideal for explaining the model constructed. The AVIF and AFVIF test results indicate that this model is ideal for explaining the phenomena occurring in the research area. The Tenenhaus GoF (GoF) test result is 0.518, the Sympson's Paradox Ratio (SPR) is 0.857, the R-squared Contribution Ratio (RSCR) is 0.990, the Statistical Suppression Ratio (SSR) is 1.000, and the Nonlinear Bivariate Causality Direction Ratio (NLBCDR) is 1.000, all of which indicate that this model is effective in explaining the phenomena occurring in the research area.

**Discussions**

The relationship between attitude and intention is not significant, consistent with the findings of studies by Hansen et al. (2018) and Ho & Rezaei (2018), deposit segregated waste sorting has become a daily routine for customers, making the intention to continue the practice a habit that is less influenced by rewards or punishments associated with the activity. Customers have experienced direct benefits from waste sorting, such as cleaner home environments or receiving rewards from the waste bank. This attitude motivates customers to deposit waste regularly, driven more strongly by their internal motivation than by external stimuli.

The influence of subjective norm on the intention to save waste is not significant, consistent with the findings of Hung et al. (2018). This can be explained by the fact that the subjective norm perceived by waste bank customers largely involves respondents who have been customers for 1-3 years. Their experience and trust in the waste bank have reduced their reliance on opinions and views from external sources. Respondents view participation in the waste bank as part of their personal identity and values. For them, the presence of the waste bank has provided tangible evidence of the program's benefits. The positive experiences received by respondents strengthen their belief that the behavior is correct and beneficial.

The relationship between perceived behavioral control and intention is not significant, consistent with the findings of Sanne & Wiese (2018). The waste bank customers who participated in this study were already capable of sorting waste at home. It was found that customers did not require additional skills, such as training programs, to improve their ability to sort waste. Waste bank customers who are



accustomed to sorting waste at home feel that they already possess the basic skills necessary for the activity. Therefore, they may not feel the need to enhance their abilities through training focused on developing waste management for higher economic value. Currently, waste bank customers remain focused solely on waste sorting at home without a desire to gain additional value through advanced waste management practices.

Chen (2020) highlights that if an individual has a positive attitude toward involvement in the co-creation process, they will be more motivated to participate and contribute. A positive attitude encourages individuals to recognize the benefits of involvement, ultimately enhancing the quality of their interactions with service providers or organizations. Chen (2020) also explains that subjective norm, being insignificant and having no effect, indicates that customers rely more on internal factors such as attitude and perceived behavioral control when deciding to participate in value co-creation. In other words, customers focus more on personal benefits and control rather than on social pressure or expectations. Individuals with high levels of control and the ability to participate (e.g., possessing the necessary knowledge, time, or skills) are more likely to engage in the co-creation process. Conversely, if they feel less capable, their participation in co-creation will decrease.

Value co-creation is a collaborative process between consumers and service providers to jointly create value (Misiak-Kwit et al., 2021). In the context of waste management, value co-creation occurs when communities and waste management organizations, such as waste banks, work together to manage waste more effectively, providing economic, social, and environmental benefits. The link between value co-creation and the intention to deposit waste lies in the ability of this collaborative process to enhance public awareness, a sense of ownership, and trust in the waste management system. Through value co-creation, communities are encouraged to understand the benefits of depositing waste, both financially, such as savings from recycling, and environmentally, such as waste reduction. This process fosters increased awareness and concern for waste management, ultimately strengthening their intention to participate.

By involving individuals in creating value through the act of depositing waste, value co-creation bridges the gap between positive attitudes and actual behavior (Chen, 2020). When people feel that their actions contribute meaningfully, both to themselves and to the environment, their motivation to continue depositing waste strengthens. This process goes beyond merely changing behavior—it also engages deep emotional and psychological aspects, fostering more sustainable change. Individuals who are capable of depositing waste, and who become increasingly involved in the value-creation process of this action, develop stronger intentions to carry it out. The mechanism behind this relationship is that when individuals feel a sense of control over their actions and perceive the direct benefits of those actions, their motivation to maintain environmentally friendly behavior increases.

Value co-creation does not mediate the relationship between subjective norm and the intention to deposit waste, providing a broader understanding of the factors influencing pro-environmental behavior. Nevertheless, further research is needed to confirm these findings and to develop more effective interventions to encourage waste-saving behavior. The persistent subjectivity or the still-weak awareness regarding waste management due to its negative image makes customers reluctant to participate in waste-sorting programs at home or in other environmental initiatives.

## **CONCLUSION**

Waste bank management should prioritize enhancing education and awareness campaigns to counter negative perceptions about waste management, emphasizing the economic, social, and environmental benefits of participation. Strengthening community support through discussion groups, joint training, and recognition for active contributors can help establish positive social norms. To reduce barriers to participation, management should improve access through differentiated waste pickup services and sorting facilities. A value co-creation approach should involve customers in decision-making, reinforcing their contributions, while clear communication of direct benefits like cost savings is essential. Developing incentive-based programs, such as rewards and discounts, can further motivate participation and foster pro-environmental behavior. Future research could focus on longitudinal studies to track changes in attitudes and behaviors over time, exploring the effectiveness of awareness campaigns and incentive programs in sustaining long-term participation in waste management initiatives.

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