CHAPTER 3

DATA ON QUESTIONNAIRE

This chapter presents the data obtained from respondents' answers to the questionnaire. It explains the characteristics of respondents as well as the distribution of responses for each research variable. The data reflects factors influencing individuals' intention to reduce online shopping. The criteria of respondents in this study are individuals aged at least 18 years old, have been exposed to information related to plastic waste (especially single-use plastic), and have experience doing online shopping within the last three months.

3.1. Descriptive Analysis of Respondents

A descriptive analysis of the respondents illustrates the characteristics of the 265 individuals who participated in this study and completed the questionnaire. Several aspects are described, namely domicile, age, and online shopping activity over the past three months.

3.1.1. Respondents Age

The results obtained from the questionnaire, involving 265 respondents, indicate that the respondents' ages range from 18 to 29 years. The composition of respondents' ages identified by the researcher is presented in Table 3.1.

Table 3. 1 Respondents Age

Age	Frequency	Percentage
18	2	0.75%
19	11	4.15%
20	34	12.83%
21	62	23.77%
22	67	25.28%
23	64	23.77%
24	19	7.17%
25	4	1.51%
28	1	0.38%
29	1	0.38%
Total	**265**	**100%**

Based on Table 3.3, it can be observed that the most of respondents are within the age range of 20 to 23 years, with the highest concentration occurring at age 22, accounting for 25.28% of the total respondents. This is followed by respondents aged 21 and 23, each contributing 23.77% of the sample. Furthermore, the data also shows that only a small proportion of respondents fall into the older age categories, such as 25, 28, and 29 years. Overall, the findings indicate that the respondents are predominantly young adults, particularly those in their early twenties.

3.1.2. Respondents Domicile

Based on Table 3.2, it can be observed that the largest proportion of respondents are currently domiciled in Bekasi, with a total of 63 respondents (23.77%). This is followed by respondents residing in Semarang, accounting for 59 respondents (22.26%), and Depok with 46 respondents (17.36%).

Table 3. 2 Respondents Domicile

Domicile	Frequency	Percentage
Bekasi	63	23.77%
Semarang	59	22.26%
Depok	46	17.36%
Jakarta	32	12.08%
Salatiga	24	9.06%
Solo	21	7.29%
Yogyakarta	17	6.42%
Tangerang	2	0.75%
Sangatta	1	0.38%
Total	**265**	**100%**

Furthermore, respondents from Jakarta contribute 32 individuals (12.08%), while those from Salatiga and Solo account for 24 respondents (9.06%) and 21 respondents (7.92%), respectively. Yogyakarta also represents a notable portion with 17 respondents (6.42%). On the other hand, only a very small proportion of respondents come from Tangerang and Sangatta, with 2 respondents (0.75%) and 1 respondent (0.38%), respectively. Overall, these findings indicate that the respondents are predominantly concentrated in urban areas, particularly in Bekasi, Semarang, and Depok, which together constitute the majority of the sample distribution.

3.1.3. Respondents Recent Online Purchasing Behavior

Based on Table 3.3, it can be observed that all respondents (265 individuals or 100.00%) reported having engaged in online shopping within the last three months. There are no respondents who indicated otherwise.

Table 3. 3 Online Shopping Activity in the last 3 Months

Response	Frequency	Percentage
Yes	265	100%
No	0	0%
Total	**265**	**100%**

This finding suggests that online shopping activity is highly prevalent among the respondents, indicating that digital purchasing behavior has become a common and dominant practice within the sample. The absence of respondents who selected "No" further reinforces the relevance of online shopping behavior in this study.

3.2. Descriptive Analysis of Variables

The descriptive analysis of variables aims to provide an overview of the research variables assessed in this research based on the responses of 265 respondents. This analysis is conducted to describe the general tendency of respondents' perceptions and attitudes toward each variable examined in the research. The variables included in this research consist of Attitude towards Plastic Waste (ATT), Subjective Norms towards Plastic Waste (SN), Perceived Behavioural Control towards Plastic Waste (PBC), and Intention to Reduce Online Shopping (INT). These variables are used to test the factors that influence individuals' intentions to reduce online shopping behavior in relation to concerns about plastic waste.

The measurement of each item within these variables employs a 5-point Likert scale, ranging from 1 (strongly disagree)to 5 (strongly agree). This scale is used to capture the degree of respondents' agreement with each statement provided

in the questionnaire. The following section presents the results of the descriptive statistical analysis for each variable in this study, including the distribution of respondents' responses, mean scores, and the overall tendency of each construct.

Table 3. 4 Respondents Descriptive Analysis

Item	Mean	Standard Deviation
ATT1	0,201	0,011
ATT2	0,192	0,011
ATT3	0,151	0,010
ATT4	0,133	0,011
ATT5	0,162	0,010
ATT6	0,141	0,012
ATT7	0,122	0,012
ATT8	0,160	0,010
ATT9	0,120	0,012
SN1	0,189	0,024
SN2	0,293	0,024
SN3	0,211	0,021
SN4	0,234	0,024
SN5	0,208	0,020
SN6	0,217	0,018
PBC1	0,308	0,035
PBC2	0,370	0,033
PBC3	0,328	0,032
PBC4	0,268	0,049
INT1	0,172	0,014
INT2	0,170	0,013
INT3	0,244	0,009
INT4	0,238	0,010
INT5	0,247	0,009
INT6	0,216	0,013

Source: Data Process, 2026

Standard deviation is a metric that indicates the average deviation of data points from the mean value. This value reflects the level of variation within the data. If the standard deviation is larger than the mean, the mean is less capable of representing the entire dataset accurately. Conversely, if the standard deviation is smaller than the mean, the mean can be used as a good representation of the overall

data. Based on the results of the descriptive statistical analysis in Table 3.4, it indicates that the entirety of each item for every variable in this study has a standard deviation value that is smaller than the mean value. Therefore, it can be stated that the mean data values can be utilized to serve as a representation of all the data.

3.2.1. Attitude Towards Plastic Packaging Waste

The measurement of this variable involved 9 statement items related to respondents' attitudes toward plastic waste and environmental sustainability as indicators. The indicators used in this study were adapted from previous studies by Shin et al. (2024). The variables was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and was completed by 265 respondents. The respondents' answers regarding the Attitude Towards Plastic Waste variable are presented in Table 3.5.

Table 3. 5 Frequency of Cognitive Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. I believe plastic waste is a serious environmental problem	4 (1.5%)	18 (6.8%)	85 (32.1%)	65 (24.5%)	**93 (35.1%)**	**265 (100%)**
2. I believe plastic waste significantly contributes to environmental pollution	4 (0.4%)	11 (4.2%)	91 (34.3%)	66 (24.9%)	**96 (36.2%)**	**265 (100%)**
3. I believe reducing plastic use can help protect the environment	0 (0%)	2 (0.8%)	48 (18.1%)	101 (38.1%)	**114 (43.0%**	**265 (100%)**

Based on Table 3.5, respondents demonstrated strong cognitive attitudes toward reducing plastic waste. Most respondents agreed and strongly agreed that plastic waste is a serious environmental problem and acknowledged its contribution to environmental pollution. In addition, respondents believed that reducing plastic use could help protect the environment. The highest agreement appeared in the statement regarding the role of reducing plastic consumption in environmental protection, indicating that respondents possess awareness and knowledge regarding the environmental consequences of plastic waste.

These findings indicate that respondents generally understand the environmental impacts caused by excessive plastic consumption and recognize the importance of reducing plastic usage as a preventive action. Therefore, the cognitive dimension of attitude among respondents can be interpreted as relatively positive toward environmental sustainability.

Table 3. 6 Frequency of Affective Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. I feel concerned about increasing amount of plastic waste	0 (0%)	0 (0%)	50 (18.9%)	83 (31.3%)	**132 (49.8%)**	**265 (100%)**
2. I feel worried about the long-term impact of plastic waste	0 (0%)	0 (0%)	51 (19.2%)	98 (37.0%)	**116 (43.8%)**	**265 (100%)**
3. I feel uncomfortable when I see plastic	0 (0%)	0 (0%)	54 (10.4%)	84 (31.7%)	**127 (47.9%)**	**265 (100%)**

waste polluting the environment						

Based on Table 3.6, respondents showed strong emotional responses toward the issue of plastic waste. Most respondents agreed and strongly agreed that they feel concerned about the increasing amount of plastic waste, worried about its long-term impact, and uncomfortable when seeing environmental pollution caused by plastic waste. The statement regarding concern over increasing plastic waste received the highest proportion of strong agreement responses.

These findings indicate that respondents not only understand plastic waste as an environmental issue but also develop emotional attachment and concern toward environmental sustainability. Such emotional involvement reflects a stronger tendency to support environmentally responsible behaviour.

Table 3. 7 Frequency of Evaluative Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. Reducing plastic use in daily is a good action	1 (0.4%)	9 (3.4%)	50 (18.9%)	93 (35.1%)	**112 (42.3%)**	**265 (100%)**
2. Reducing plastic consumption is a responsible behavior	0 (0%)	1 (0.4%)	43 (16.2%)	**113 (42.6%)**	108 (40.8%)	**265 (100%)**
3. I support efforts aimed at reducing plastic waste	0 (0%)	4 (1.5%)	53 (20%)	**108 (40.8%)**	100 (37.7%)	**265 (100%)**

Based on Table 3.7, respondents generally demonstrated positive evaluations toward reducing plastic waste. Most respondents agreed that reducing plastic use in daily life is a good action, considered reducing plastic consumption

as responsible behaviour, and supported initiatives aimed at minimizing plastic waste. Responses in the agreement and strongly agree categories dominated across all items. These findings suggest that respondents possess favourable behavioural evaluations and show readiness to engage in environmentally friendly practices. Therefore, respondents' evaluative attitudes indicate positive support for sustainable consumption behaviour.

After identifying the interpretation of each item within the variable, categorization for the Attitude Towards Plastic Waste variable was conducted by determining the class interval using the following formula:

$$I = \frac{R}{K}$$

Where:

- I= Interval width
- R= Maximum total score – Minimum total score
- K= Number of categories

The Attitude variable consists of 9 statement items measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), with 3 categories (low, moderate, high). The minimum possible score is 9, while the maximum possible score is 45.

$$I = \frac{45 - 9}{3}$$

$$I = \frac{36}{3}$$

$$I = 12$$

Thus, the class interval is 12, and the categorization of the Attitude Towards Plastic Waste variable is as follows:

- Score 9–20 = Low
- Score 21–32 = Moderate
- Score 33–45 = High

Table 3. 8 Attitude Towards Plastic Waste

Score	Category	Frequency	Percentage
9 – 20	Low	3	1.1%
21 – 32	Moderate	38	14.3%
33 – 45	High	224	84.6%

Table 3.8 illustrates the data regarding the Attitude Towards Plastic Waste variable. It can be observed that the majority of respondents obtained high scores on each statement item provided. This indicates that most respondents agreed and strongly agreed with statements related to environmental awareness, concern, and support for reducing plastic waste. Therefore, after the data were processed and categorized comprehensively, it can be concluded that the respondents' attitudes toward plastic waste are included in the high category, with a percentage of 84.6%.

A high score on this variable reflects that respondents tend to possess positive beliefs, emotional concern, and favourable evaluations toward reducing plastic waste. In other words, respondents demonstrate strong environmental awareness and show support for environmentally responsible behaviour in their daily consumption activities. Conversely, a low score would indicate weaker environmental concern, lower awareness of the environmental impacts of plastic waste, and less favourable attitudes toward engaging in plastic reduction behaviour.

Based on the interval and categorization above, the majority of respondents fall into the high category. This indicates that respondents generally possess strong environmental awareness, concern, and positive evaluations toward reducing plastic waste. Therefore, it can be concluded that the Attitude Towards Plastic Waste variable among respondents is categorized as high.

3.2.2. Subjective Norms Towards Plastic Packaging Waste

The measurement of this variable involved 6 statement items related to perceived social pressure and motivation to comply with environmentally responsible behavior regarding plastic waste reduction. The indicators used in this study were adapted from Shin et al. (2024). This variable was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and was completed by 265 respondents.

Table 3. 9 Frequency of Normative Belief Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. Most people who are important to me think that I should reduce single-use plastic	2 (0.8%)	8 (3%)	57 (21.5%)	89 (33.6%)	**109 (41.1%)**	**265 (100%)**
2. People whose opinions I value expect me to minimize my use of single-use plastic	2 (0.8%)	10 (3.8%)	56 (21.2%)	**100 (37.7%)**	97 (36.6%)	**265 (100%)**

3. Most people who are important to me reduce their own use of single-use plastic	2 (0.8%)	11 (4.2%)	53 (20%)	99 (37.4%)	**100 (37.7%)**	**265 (100%)**

Based on Table 3.9, most respondents agreed that individuals who are important in their lives influence their behaviour regarding reducing plastic use. Respondents indicated that family members, friends, and people whose opinions they value expect them to minimize single-use plastic consumption. Furthermore, respondents perceived that significant others also practice reducing plastic use in their daily activities.

These findings indicate that social expectations and observed behaviour from surrounding groups contribute to shaping respondents' environmental behaviour. Therefore, normative beliefs among respondents reflect considerable perceived social influence toward reducing plastic waste.

Table 3. 10 Frequency of Motivation to Comply Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
4. I feel a social pressure from people around me to reduce single-use plastic	0 (0%)	5 (1.9%)	40 (15.1%)	92 (34.7%)	**128 (48.3%)**	**265 (100%)**
5. I am motivated to follow the expectation of people who encourage reducing plastic use	0 (0%)	4 (1.5%)	42 (15.8%)	86 (32.5%)	**133 (50.2%)**	**265 (100%)**

6. I try to meet the expectations of people who think I should reduce single-use plastic	0 (0%)	4 (1.5%)	40 (15.1%)	85 (32.1%)	**136 (51.3%)**	**265 (100%)**

Based on Table 3.10, respondents generally demonstrated willingness to comply with social expectations related to plastic waste reduction. Most respondents stated that they feel social pressure to reduce single-use plastic, are motivated to follow the expectations of people who encourage environmentally responsible behaviour, and attempt to meet expectations from their social environment.

The findings suggest that respondents not only perceive social expectations but also show motivation to act according to those expectations. This indicates that social support and social norms function as important drivers in encouraging environmentally friendly behaviour.

After interpreting each item, categorization of the Subjective Norms variable was conducted using the interval formula:

$$I = \frac{R}{K}$$

The Subjective Norms variable consists of 6 statement items with scores ranging from 1 to 5 and 3 categories (low, moderate, high). The minimum score is 6, while the maximum score is 30.

$$I = \frac{30 - 6}{3}$$

$$I = \frac{24}{3}$$

$$I = 8$$

Thus, the categorization is as follows:

- Score 6–14 = Low
- Score 15–22 = Moderate
- Score 23–30 = High

Table 3. 11 Subjective Norms Towards Plastic Waste

Score	Category	Frequency	Percentage
6 – 14	Low	5	1.9%
15 – 22	Moderate	47	17.7%
23 – 30	High	213	80.4%
Total		**265**	**100%**

Table 3.11 illustrates the data regarding the Subjective Norms Towards Plastic Waste variable. The results show that the majority of respondents are categorized in the high category. This finding indicates that respondents generally perceive strong social support and expectations from family members, friends, and surrounding social groups to reduce plastic waste and engage in environmentally friendly behavior. Therefore, it can be concluded that the subjective norms perceived by respondents are categorized as high, with a percentage of 80.4%.

A high score on this variable indicates that respondents tend to perceive stronger social influence, encouragement, and expectations from significant others regarding reducing plastic waste. Respondents are more likely to believe that people who are important to them support and expect environmentally responsible behavior. In contrast, a low score would indicate weaker perceived social pressure and lower influence from surrounding social groups in encouraging plastic reduction behavior.

Based on the categorization results, most respondents are included in the high category. This indicates that respondents generally perceive strong social encouragement and expectations from people around them to reduce plastic waste and adopt environmentally friendly behavior. Therefore, it can be concluded that the Subjective Norms Towards Plastic Waste variable among respondents is categorized as high.

3.2.3. Perceived Behavioural Control Towards Plastic Waste

The measurement of this variable involved 4 statement items related to respondents' perceptions of their ability and control in reducing plastic waste. The indicators used in this study were adapted from Shin et al. (2024). This variable was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and was completed by 265 respondents.

Table 3. 12 Frequency of Self Efficacy Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. I am confident that I can reduce single-use plastic in my daily activities	1 (0.4%)	6 (2.3%)	42 915.8%)	90 (34%)	**126 (47.5%)**	**265 (100%)**
2. If I want to, I can easily choose products with less plastic packaging	1 (0.4%)	5 (1.9%)	34 (12.8%)	92 (34.7%)	**133 (50.2%**	**265 (100%)**

Based on Table 3.12, respondents generally perceived themselves as capable of reducing plastic consumption through their daily activities. Most respondents agreed that they are confident in their ability to reduce single-use plastic and believed that they can choose products with less plastic packaging

whenever they intend to do so. The strongest responses appeared in confidence-related statements.

These findings indicate that respondents possess relatively high self-efficacy regarding environmentally responsible behaviour. Respondents believe that behavioural changes toward reducing plastic waste are achievable through personal decisions and consumption choices.

Table 3. 13 Frequency of Controllability Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. Whether or not I reduce my plastic waste is entirely up to me.	1 (0.4%)	5 (1.9%)	31 (11.7%)	81 (30.6%)	**147 (55.5%)**	**265 (100%)**
2. I have the time and opportunity to reduce single-use plastic consumption	1 (0.4%)	9 (3.4%)	46 (17.4%)	83 (31.3%)	**126 (47.5%)**	**265 (100%)**

Based on Table 3.13, respondents generally believed that reducing plastic waste is within their personal control. Most respondents agreed that whether or not they reduce plastic waste depends on their own decisions and that they have adequate time and opportunities to reduce single-use plastic consumption. The statement regarding personal control over plastic reduction received the highest agreement responses.

These findings indicate that respondents perceive environmental behaviour as manageable and supported by available opportunities and resources. Therefore,

respondents demonstrate a relatively strong perception of behavioural control toward reducing plastic waste.

After interpreting each item, categorization of the Perceived Behavioural Control variable was conducted using the interval formula:

$$I = \frac{R}{K}$$

The variable consists of 4 statement items measured on a 5-point Likert scale with 3 categories. The minimum score is 4, while the maximum score is 20.

$$I = \frac{20 - 4}{3}$$

$$I = \frac{16}{3}$$

$$I = 5.3 \approx 5$$

Thus, the categorization is as follows:

- Score 4–9 = Low
- Score 10–15 = Moderate
- Score 16–20 = High

Table 3. 14 Perceived Behavioural Control Towards Plastic Waste

Score	Category	Frequency	Percentage
4 – 9	Low	7	2.6%
10 – 15	Moderate	56	21.1%
16 – 20	High	202	76.3%
Total		**265**	**100%**

Table 3.14 illustrates the data regarding the Perceived Behavioural Control Towards Plastic Waste variable. The findings indicate that most respondents are categorized in the high category, showing that respondents generally feel confident in their ability to reduce plastic waste through daily consumption choices. In

addition, respondents believe that they possess sufficient opportunities and resources to support environmentally friendly behavior. Therefore, it can be concluded that respondents' perceived behavioural control toward plastic waste is categorized as high, with a percentage of 76.3%.

A high score on this variable indicates that respondents tend to perceive themselves as having greater ability, opportunities, and control to reduce plastic waste in their daily activities. Respondents believe that environmentally responsible behavior is achievable and largely depends on their own decisions and actions. Conversely, a low score would indicate lower confidence in performing plastic reduction behavior and a perception that external barriers, limited opportunities, or lack of resources make environmentally friendly actions more difficult to implement.

Based on the categorization results, most respondents fall into the high category. This demonstrates that respondents generally feel confident and capable of reducing plastic waste through their daily consumption decisions. Therefore, it can be concluded that the Perceived Behavioural Control Towards Plastic Waste variable among respondents is categorized as high.

3.2.4. Intention to Reduce Online Shopping Behaviour

The measurement of this variable involved 6 statement items related to respondents' intentions to reduce online shopping behavior as an effort to minimize plastic packaging waste. The indicators used in this study were adapted from Shin et al. (2024). This variable was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and was completed by 265 respondents.

Table 3. 15 Frequency of Frequency Reduction Indicator

Items	Score Frequency					Total
	TD				TA	
	1	2	3	4	5	
1. I intend to reduce the frequency of my online shipping in the future	0 (0%)	7 (26%)	36 (13.6%)	89 (33.6%)	**133 (50.2%)**	**265 (100%)**
2. I plan to shop online less often then I currently do	4 (1.5%)	7 (2.6%)	32 (12.1%)	103 (38.9%)	**119 (44.9%)**	**265 (100%)**

Based on Table 3.15, the majority of respondents selected agree and strongly agree across the statement items measuring the Frequency Reduction indicator. These findings indicate that respondents generally demonstrate intentions to reduce the frequency of their online shopping activities in the future. Respondents show a tendency to reconsider their current shopping patterns and indicate willingness to engage in more controlled consumption behaviour.

These findings suggest that respondents possess positive behavioural intentions toward reducing online shopping frequency as part of efforts to minimize plastic packaging waste generated through consumption activities. Therefore, the frequency reduction indicator reflects respondents' willingness to adopt more environmentally responsible consumption patterns.

Table 3. 16 Frequency of Quantity Reduction Indicator

Items	Score Frequency					Total
	TD				TA	
	1	2	3	4	5	
1. I intend to reduce the number if	3 (1.1%)	10 (3.8%)	68 (25.7%)	**92 (34.7%)**	**92 (34.7%)**	**265 (100%)**

product I purchase online						
2. I plan to buy fewer items when shopping online	3 (1.1%)	9 (3.4%)	79 (29.8%)	75 (28.3%)	**99 (37.4%)**	**265 (100%)**

Based on Table 3.16, the majority of respondents selected agree and strongly agree across the statement items measuring the Quantity Reduction indicator. These findings indicate that respondents generally demonstrate intentions to reduce the number of products purchased through online shopping activities. Respondents show a tendency to limit the quantity of items purchased and indicate awareness of more controlled consumption behaviour.

These findings suggest that respondents possess positive behavioural intentions toward reducing purchase quantity as part of efforts to minimize plastic packaging waste generated through online shopping activities. Therefore, the quantity reduction indicator reflects respondents' willingness to adopt more sustainable and environmentally responsible consumption patterns.

Table 3. 17 Frequency of Implementation Likelihood Indicator

Items	**Score Frequency**					**Total**
	TD				**TA**	
	1	**2**	**3**	**4**	**5**	
1. I am confident that I can reduce my online shopping behavior	6 (2.3%)	25 (9.4%)	82 (20.9%)	69 (26%)	**83 (31.3%)**	**265 (100%)**
2. I am willing to make a serious effort to reduce my online shopping activities	11 (4.2%)	27 (10.2%)	75 (28.3%)	71 (26.8%)	**81 (30.6%)**	**265 (100%)**

Based on Table 3.17, the majority of respondents selected agree and strongly agree across the statement items measuring the Implementation Likelihood indicator. These findings indicate that respondents generally demonstrate confidence and willingness to implement actions aimed at reducing their online shopping behaviour. Respondents not only express intentions but also indicate readiness to translate those intentions into actual behavioural changes.

These findings suggest that respondents possess positive behavioural intentions and show commitment to reducing online shopping activities as part of efforts to minimize plastic packaging waste generated through consumption activities. Therefore, the implementation likelihood indicator reflects respondents' readiness to apply environmentally responsible consumption behaviour in practice.

After interpreting each item, categorization of the Intention to Reduce Online Shopping Behaviour variable was conducted using the interval formula:

$$I = \frac{R}{K}$$

This variable consists of 6 statement items measured using a 5-point Likert scale with 3 categories. The minimum score is 6, while the maximum score is 30.

$$I = \frac{30 - 6}{3}$$

$$I = \frac{24}{3}$$

$$I = 8$$

Thus, the categorization is as follows:

- Score 6–14 = Low
- Score 15–22 = Moderate

- Score 23–30 = High

Table 3. 18 Intention to Reduce Online Shopping Behaviour

Score	**Category**	**Frequency**	**Percentage**
6 – 14	Low	4	1.5%
15 – 22	Moderate	42	15.8%
23 – 30	High	219	82.7%
Total		**265**	**100%**

Table 3.10 illustrates the data regarding the Intention to Reduce Online Shopping Behaviour variable. The results demonstrate that the majority of respondents fall into the high category. This finding indicates that respondents generally have a strong intention to reduce online shopping activities as an effort to minimize plastic packaging waste and support environmental sustainability. Therefore, it can be concluded that the intention to reduce online shopping behaviour among respondents is categorized as high, with a percentage of 82.7%.

A high score on this variable indicates that respondents tend to demonstrate stronger willingness, commitment, and readiness to reduce their online shopping activities in the future. Respondents with high scores are more likely to plan and implement behavioural changes that support environmentally responsible consumption practices. Conversely, a low score would indicate weaker intention and lower readiness to reduce current online shopping behaviour, suggesting that respondents are less likely to modify their consumption habits despite environmental concerns.

Based on the categorization results, the majority of respondents are categorized in the high category. This indicates that respondents generally have a strong intention to reduce online shopping behavior as part of their efforts to minimize plastic packaging waste and support environmental sustainability. Therefore, it can be concluded that the Intention to Reduce Online Shopping Behaviour variable among respondents is categorized as high