ABSTRAK

Industri furnitur merupakan salah satu sektor yang memiliki potensial untuk dikembangkan dengan adanya dukungan berupa kekayaan sumber daya alam di Indonesia. Namun, konsep *linear economy* yang saat ini masih umum diterapkan oleh industri furnitur ternyata kurang memberikan dampak positif dalam mengatasi pengelolaan limbah dan kebijakan penggunaan sumber daya alam. *Circular economy* hadir dan mampu memberikan solusi bagi permasalahan tersebut sebagai model bisnis yang dapat digunakan oleh perusahaan. Partisipasi dari konsumen tentunya diperlukan dalam penerapan model ini untuk memaksimalkan keberhasilannya. Penelitian ini meneliti niat perilaku konsumen terhadap penerapan *circular economy* di industri furnitur menggunakan model P*ro-Environmental Reasoned Action* (PERA) dengan metode PLS-SEM. Responden dalam penelitian ini adalah sebesar 161 konsumen furnitur. Hasil penelitian menunjukkan bahwa *perceived authority support* (PAS) memiliki efek positif pada *perceived environmental concern* (PEC). PAS dan PEC memiliki efek positif pada *attitude* (AT) dan *subjective norms* (SN), serta AT dan SN memiliki efek positif pada *behavioral intention* (BI) untuk berpartisipasi terhadap penerapan *circular economy* di industri furnitur. Model PERA mampu menggambarkan 74,1% dari BI untuk berpartisipasi dalam penerapan *circular economy* di industri furnitur. Selanjutnya, diberikan rekomendasi strategi agar perusahaan menciptakan program *circular economy* untuk mempromosikan manfaat lingkungan yang berkelanjutan.

Kata kunci: industri furnitur; *circular economy*; *behavioral intention*; *pro-environmental reasoned action*; *structural equation modeling* (SEM)

The furniture industry is one of the sectors that has the potential to be developed with the support of Indonesia's natural resources wealth. However, the linear economy concept, which is still commonly applied by the furniture industry, has less positive impact on waste management and natural resources use policy. Circular economy provides solutions to these problems as a business model that any company can use. Consumer participation is certainly needed in the application of this model to maximize its success. This research examines consumer intentions toward implementing circular economy in furniture industry using Pro-Environmental Reasoned Action (PERA) model with PLS-SEM method. There are 161 furniture consumers as respondents. The results indicated that perceived authority support (PAS) has a positive effect on perceived environmental concern (PEC). PAS and PEC have a positive effect on attitude (AT) and subjective norms (SN), AT and SN have a positive effect on behavioral intention (BI) to participate in the implementation of circular economy in furniture industry. The PERA model was able to describe 74.1% of the BI to participate in the implementation of circular economy in furniture industry. Furthermore, strategic recommendations are given for companies to create circular economy programs to promote sustainable environmental benefits.

Keywords: furniture industry; circular economy; behavioral intention; pro-environmental reasoned action; structural equation modeling (SEM)