

ABSTRACT

Changes in consumer lifestyles and the growing attention to sustainability issues have increased the importance of studying the willingness to pay (WTP) for halal and environmentally friendly products, especially in Pekanbaru, where Muslim consumers dominate. However, previous studies show varying results regarding the influence of ecological beliefs and religiosity on payment decisions. This study integrates the Value-Belief-Norm (VBN) framework and the Theory of Planned Behavior (TPB) to analyze the factors influencing WTP.

*This study employs a quantitative approach using a survey method. Based on a G*Power 3.1.9.7 calculation, a minimum of 98 respondents was required, while the general threshold of 100 samples for PLS-SEM analysis was also considered. Of the 151 distributed questionnaires, 130 Muslim respondents in Pekanbaru met the research criteria and were analyzed. To ensure data quality, the questionnaire included honesty-check instrument adapted from Vésteinsdóttir et al. (2019) and an honesty instruction placed at the beginning to encourage careful and truthful responses. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9.*

The results reveal four key findings. First, Environmental Literacy significantly increases WTP while also strengthening Environmental Beliefs and Awareness of Consequences. Second, Environmental Beliefs increase AC but show a significant negative effect on WTP. Third, AC does not directly influence WTP but strongly drives AR, which then enhances WTP. Fourth, Religiosity does not significantly influence WTP but positively affects Perceived Behavioral Control, which subsequently improves WTP. Overall, these findings indicate that WTP is more strongly driven by environmental literacy, moral responsibility, and behavioral control than by ecological beliefs or religiosity directly.

Keywords: *WTP, Value-Belief-Norm, Theory of Planned Behavior, Muslim Consumer, Pekanbaru.*

