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# From Intention to Behavior in Socially Responsible Investing: Evidence from Young Retail Investors in Indonesia

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## ABSTRACT

This study investigates the transition from intention to actual behavior in socially responsible investment (SRI) among young retail investors in Indonesia. Drawing on an extended Theory of Planned Behavior (TPB), the research integrates core TPB constructs—attitude, subjective norms, and perceived behavioral control—with financial literacy and environmental concerns as additional predictors, while incorporating risk propensity as a moderating variable. Using survey data collected from 342 Indonesian retail investors dominated by Generation Z and Millennials, the study employs Structural Equation Modeling (SEM) with SmartPLS 4 to examine both direct and indirect relationships among variables. The results reveal that intention toward SRI plays a central mediating role in shaping actual SRI behavior. Attitude and perceived behavioral control significantly influence intention but do not directly translate into behavior, indicating the presence of an attitude–behavior gap. In contrast, subjective norms exert a significant direct effect on both intention and behavior, highlighting the strong role of social influence in emerging market contexts. Financial literacy and environmental concerns are found to significantly affect both intention and behavior, reinforcing the importance of cognitive capacity and pro-environmental orientation in sustainable investment decisions. Moreover, intention significantly mediates the effects of all antecedent variables on SRI behavior. These findings contribute to the SRI literature by providing empirical evidence from an emerging market and underscore the necessity of strengthening intention formation through social norms, sustainable financial literacy, and supportive investment infrastructure to promote responsible investment behavior among young investors.

**KEYWORDS** *socially responsible investment; theory of planned behavior; financial literacy; environmental concerns; intention–behavior gap; emerging markets*



## INTRODUCTION

In the contemporary global financial landscape, there has been a paradigm shift that has fundamentally changed the direction of decision-making, particularly investment decisions. Previously, investment decisions were based solely on efforts to maximize financial returns (Huber & Rose, 2025). However, today, investment decisions are not only based on financial aspects, but also take into account various non-financial aspects and objectives, particularly those related to sustainability, namely Environmental, Social, and Governance (Zhang et al.,

2024). The emergence of a new investment trend, namely socially responsible investment (SRI), which generally integrates and considers social, ethical, and environmental issues into the investment decision-making process, including in developed and developing countries (Chalissery et al., 2023). Various markets in developing countries have also responded positively to this trend, including Indonesia, Brazil, and South Africa (Tripathi & Kaur, 2020). This is also supported by several studies showing that the socially responsible investment (SRI) trend is not only growing rapidly in developed countries, but also in various developing countries (Danila, 2022; Zou et al., 2020). Therefore, the trend of socially responsible investment (SRI) is not just a specialized discourse, but has taken center stage in discussions, especially in the financial and social fields (Beloskar et al., 2023).

In practice, Indonesia's capital market is institutionally categorized as policy-ready for sustainable investment practices. The Financial Services Authority, through its 2021-2025 Phase II Sustainable Finance Roadmap, encourages the integration of ESG across all financial services sectors, including investment. The Indonesia Stock Exchange has also launched ESG-based indices, such as the SRI-KEHATI Index and IDX ESG Leaders, as benchmarks for portfolios based on socially responsible investment principles. However, empirical evidence related to sustainable investment practices is still dominated by developed countries, such as the United States and China, while in developing countries, including Indonesia, it is still underrepresented, both in terms of products and investor participation. The imbalance between regulatory readiness and limited empirical evidence related to actual behavior shows a paradox, that there is strong evidence that the policy architecture is in place, but there is no convincing evidence that investors have actually allocated their portfolios to SRI instruments.

The study conducted by Zhang & Huang (2024) developed a socially responsible investment (SRI) behavior model that integrates the theory of planned behavior (TPB) framework with investor characteristics and risk preferences in the Chinese stock market. This model positions attitude, subjective norms, and perceived behavioral control as the main determinants of intention towards SRI, then tests how intention towards SRI can shape actual SRI behavior, or behavior towards SRI. Outside of this framework, Zhang & Huang (2024) added the construct of financial literacy as one of the individual characteristics that can influence financial information management capabilities, and included risk propensity as a moderating variable that modifies the relationship between several other construct variables and behavior towards SRI. Empirical evidence in the study conducted by Zhang & Huang (2024) shows that perceived behavioral control is the strongest predictor for both intention and behavior, financial literacy is positively correlated with behavior towards SRI, and risk propensity can increase consistency between intention towards SRI and behavior towards SRI. On the other hand, Raut et al. (2020) applied the expanded Theory of Reasoned Action (TRA) to explain individual investors' intention towards SRI in India. This model was applied by Raut et al. (2020) by placing attitude and subjective norms as the core constructs of TRA, then expanded with moral norms, environmental concerns, financial literacy, and financial performance. The study by Raut et al. (2020) shows that attitude, subjective norms, moral norms, financial literacy, and financial performance have a significant positive effect on intention towards SRI, while environmental concerns have no significant effect. The study shows that environmental concerns do not always translate into sustainable investment

intentions when normative and financial considerations dominate, especially in developing countries.

Although the research conducted by Zhang & Huang (2024) provides a more comprehensive understanding of SRI behavior by integrating the Theory of Planned Behavior (TPB), financial literacy, and risk propensity in the Chinese stock market, as well as the study conducted by Raut et al. (2020) successfully implemented the expanded Theory of Reasoned Action (TRA) to explain intentions toward socially responsible investment (SRI) behavior. First, both studies were developed and tested in a capital market ecosystem that is structurally different from that in Indonesia. In terms of the depth of socially responsible investment (SRI) products, infrastructure, and the financial literacy profile of investors in Indonesia, these studies are still limited (Aulia et al., 2024; Raut et al., 2020; Zhang & Huang, 2024). Second, the study conducted by Zhang & Huang (2024) did not explicitly accommodate environmental concerns, even though several studies show that concern for the environment, especially among investors, is one of the important beliefs in shaping behavior, in this case behavior towards SRI (Garg et al., 2022; Thanki et al., 2022). Furthermore, conversely, research conducted by Raut et al. (2020) included environmental concerns along with moral norms, financial literacy, and financial performance in the expanded Theory of Reasoned Action framework.

In response to the existing research gap, this study will specifically replicate the Theory of Planned Behavior (TPB) model in the context of socially responsible investment (SRI) developed by Zhang & Huang (2024) in the context of individual investors in Indonesia, particularly young investors, while maintaining the integration between attitude, subjective norms, perceived behavioral control, financial literacy, and risk propensity as moderators, and expanding it by adding environmental concerns as an additional determinant adopted from the conceptual framework developed by Raut et al. (2020).

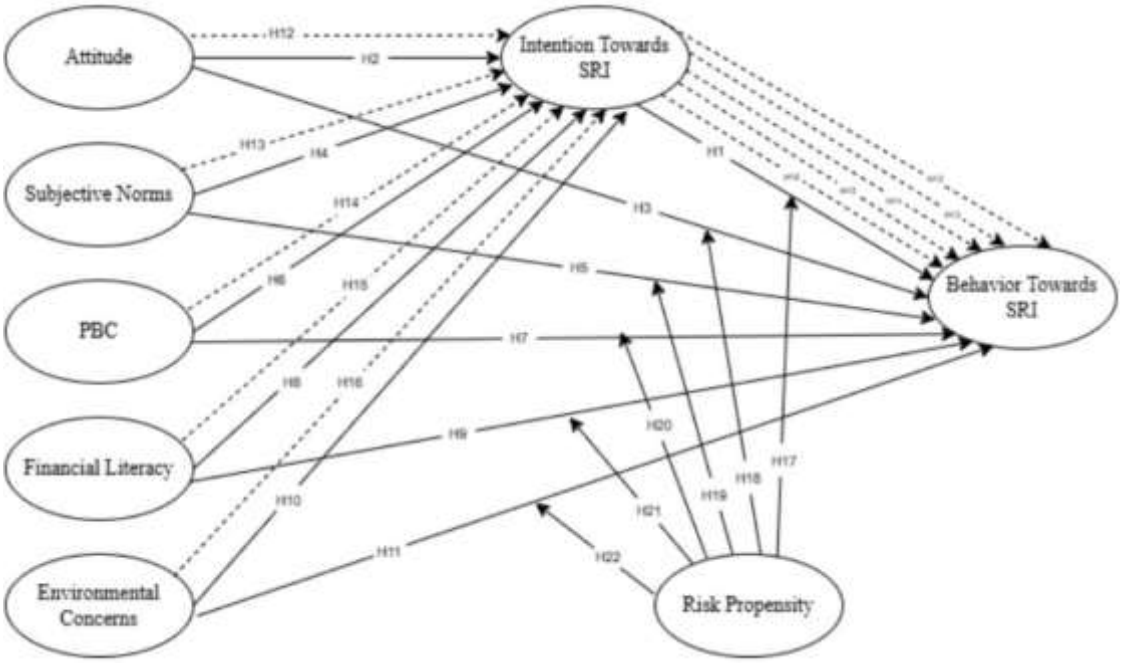


Figure 1. Conceptual Framework

## RESEARCH METHOD

### Questionnaire's Development and Measurement

The questionnaire used in this study was prepared through several procedures, ranging from consulting experts, pilot testing, to reading various previous literature. The constructs in the questionnaire were derived from various previous studies with several modifications, specifically to suit the current situation. Several constructs, ranging from attitude, subjective norms, and perceived behavioral control, were obtained through several previous studies, namely Nilsson (2008), Yadav & Pathak (2016), and Raut et al. (2020). Furthermore, all constructs on financial literacy and environmental concerns refer to previous literature researched by Adam & Shauki (2014), Raut et al. (2020), and Singh et al. (2021). Furthermore, the constructs for the variables of intention towards SRI, risk propensity, and behavior towards SRI were obtained through several studies, namely Vyvyan et al. (2007), Raut et al. (2020), Garg et al. (2022), Thanki et al. (2022), and Zhang & Huang (2024). The research instrument consists of eight components covering 36 statements, which will be measured using a seven-point Likert scale, where 1 represents "Absolutely Disagree" and 7 represents "Absolutely Agree."

In this study, the measurement scale used for the attitude construct consisted of 5 statements, the subjective norms construct consisted of 4 statements, the perceived behavioral control (PBC) construct consisted of 4 statements, the financial literacy construct consisted of 4 statements, the environmental concerns construct consisted of 5 statements, the risk propensity construct consisted of 5 statements, the intention towards SRI construct consisted of 4 statements, and the behavior towards SRI construct consisted of 5 statements, for a total of 36 statements for all constructs. To make the research more relevant to the conditions in the Indonesian capital market, the researcher made several adjustments, but did not fundamentally change the existing theory. The final survey instrument is divided into two parts. First, the researcher will collect demographic data from respondents, including the length of time they have been investing in the Indonesian capital market, gender, age, highest level of education, and occupation. The second part will contain a set of statements representing all indicators to measure the constructs under study.

### Sample Design & Date Collection

The sampling technique used in this study is non-probability sampling, which aims to draw conclusions about the behavior of investors, especially those belonging to Generation Z and Millennials in Indonesia, which in this study ranges from 16 to 27 years old, towards socially responsible investment by selecting certain elements in the population as units of study. In conducting sampling, this study has considered cost efficiency, accuracy of results, speed and acceleration of data collection, and accessibility of population elements. By using one of the sampling methods, namely convenience sampling, which is used to collect primary data on the capital market in Indonesia, the researcher will establish relationships with various individuals who can encourage increased participation in this study. The data was collected through a carefully designed questionnaire, which was aimed at individual investors who had participated/been active in the Indonesian capital market. This study will use the Structural Equation Modeling (SEM) analytical approach, which will use SmartPLS 4 software. The use of SEM, which is sensitive to the number of samples used, refers to research conducted by (Bentler & Chou, 1987), which recommends 15 to 20 cases (respondents) per indicator. This study will use 36 indicators, which means it will use at least 540 respondents, or by using the research reference according to (Hair), which is 5 cases (respondents) per indicator, so it will use at least 180 respondents. Therefore, this study will refer to the Multivariate Data Analysis guidelines by Hair et al. (2010), which recommend a sample size of 180 respondents for this study. This study used 342 respondents, thus exceeding the minimum

limit. The researcher also conducted a preliminary test on 55 to 60 participants to test the reliability and validity of the measures and to minimize idiomatic and general terminology errors.

## RESULTS AND DISCUSSION

**Table 1**

Demographic profile of respondents (investor)

| Variables | Category | Frequency | Relative Frequency per Category (%) |
|---|---|---|---|
| Gender | Male | 195 | 57% |
| | Female | 147 | 43% |
| Age | <18 | 48 | 14% |
| | 18 - 23 | 185 | 54% |
| | 23 - 25 | 34 | 10% |
| | >25 | 75 | 22% |
| Education Level | High School and below | 52 | 15% |
| | Diploma | 23 | 7% |
| | Undergraduate | 187 | 55% |
| | Postgraduate | 67 | 20% |
| | Others | 13 | 4% |
| Employment | Student | 158 | 46% |
| | Part-time employee | 78 | 23% |
| | Full-time employee | 29 | 8% |
| | Self-employee | 10 | 3% |
| | Unemployment | 54 | 16% |
| | Others | 13 | 4% |
| Monthly Income | <Rp1.000.000 | 83 | 24% |
| | Rp1.000.000 - Rp3.000.000 | 122 | 36% |
| | Rp3.000.000 - Rp5.000.000 | 98 | 29% |
| | >Rp5.000.000 | 39 | 11% |
| How long have you been investing in Indonesia's Capital Market? | Less than 1 year | 84 | 25% |
| | 1 - 3 years | 181 | 53% |
| | 3 - 5 years | 58 | 17% |
| | More than 5 years | 19 | 6% |

### Descriptive Analysis: sampel characteristics

The table represents the profile of each respondent in this study, specifically in terms of demographics. There were 342 valid respondents consisting of 185 (54.1%) male respondents and 157 (45.9%) female respondents. Although the number of male respondents was higher than the number of female respondents, this did not significantly affect the results of this study. In terms of age distribution, the sample consisted of 52.92% aged 18-23 years, 29.82% aged 23-25 years, 7.89% under 18 years, and 9.36% over 25 years. Furthermore, the sample taken for this study was dominated by Generation Z and Millennials in Indonesia. Therefore, in terms of the highest level of education, the respondents were predominantly those with higher education, namely 55% were undergraduate students and 20% were graduate students. Not only that, 15% of respondents were also high school students. From the sample's employment profile, 46% of the total respondents were students, and 23% were part-time workers. This shows that the respondents were predominantly pre-career and early career individuals. This pattern is consistent with the distribution of respondents' monthly income, where the majority of respondents are in the range of IDR 1,000,000 to IDR 3,000,000, or around 36% of the total respondents, and IDR 3,000,000 to IDR 5,000,000, or 29%. Thus, tending to reflect a base of young retail investors with low to medium purchasing power. In terms of investment experience, respondents were dominated by relatively new investors, with the majority having invested for 1-3 years, namely 53%. The rest were those with longer experience, namely 3-5 years, amounting to 17%. Based on the above results, it can be concluded that the majority of respondents have chosen to understand the basic principles of sustainable investment. Therefore, these respondents are suitable candidates to participate in this study.

**Table 2.**

| Goodness-of-Fit Statistics | Abbr. | *Cut-off value Criteria* | References |
|---|---|---|---|
| *Chi-square/df* | | between 1 dan 3 | Hair *et al.* (2010) |
| *Comparative Fit Index* | CFI | ≥ 0,90 (good), ≥ 0,95 (ideal) | |
| *Tucker-Lewis Index* | TLI | 0,8 ≥ TLI ≥ 0,9 (ideal) | |
| *Normed Fit Index* | NFI | 0,8 ≥ NFI ≥ 0,9 (ideal) | |
| *Root Mean Square Error of Approximation* | RMSEA | Nilai ≤ 0,08 (good), ≤ 0,05 (ideal) | |
| *Goodness of Index* | GFI | 0,8 ≥ GFI ≥ 0,9 (ideal) | |

**Measurement model examination**

Measurement models serve as a link between measurable variables and latent variables, aiming to explain in greater detail the relationship between each indicator item and the underlying construct. To that end, according to Hair et al. (2010), the model evaluation process includes assessing the suitability of the model with the empirical data that has been collected as well as proposing the validity and reliability of each existing indicator. Hair et al. (2010) also mention that a comprehensive assessment of model suitability is more appropriate and relevant than evaluating each construct separately. To ensure relevance and accuracy, this study conducted several goodness-of-fit indices simultaneously to reduce redundancy, as shown in the table below.

Based on the measurement results shown in the table above, the Cronbach's alpha value for all constructs, ranging from attitude to behavior towards SRI, exceeded the threshold of 0.70, which indicates that the measurement scale has good reliability. In addition, convergent validity was assessed through three main indicators, namely Standardized Factor Loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). The criteria according to Hair et al. (2010) state that the AVE value is expected to be greater than or equal to 0.50 and the Composite Reliability (CR) value is at least equal to or greater than 0.70. In this study, the Composite Reliability (CR) value for all constructs ranged from 0.898 to 0.933, all of which were above the threshold of 0.70. This indicates that each construct is measured consistently by the indicators that reflect it. Furthermore, AVE will represent the average variance explained by the indicators in each construct, and the value that can be used as a reference according to Hair et al. (2010) is above 0.50. In this study, all AVE values exceeded 0.50. Therefore, overall, the combination of indicators in each construct has confirmed that convergent validity can be fulfilled for the instruments used. Referring to the Discriminant Validity – Fornell Larcker criterion table, the discriminant validity test has been successfully carried out, namely the square roots of AVE values have exceeded the corresponding inter-construct correlations. Based on the explanation presented, the assessment shows that the research construct has met the requirements for model fit, reliability, and validity measurements.

**Table 3.**

| Constructs | Items | Standardized Factor Loadings | CR | AVE | Cronbach's Alpha (α) |
|---|---|---|---|---|---|
| Attitude (A) | | | 0.911 | 0.672 | 0.877 |
| | A1 | 0.779 | | | |
| | A2 | 0.807 | | | |
| | A3 | 0.825 | | | |
| | A4 | 0.827 | | | |
| | A5 | 0.858 | | | |
| Subjective Norms (SN) | | | 0.902 | 0.698 | 0.856 |
| | SN1 | 0.773 | | | |
| | SN2 | 0.855 | | | |
| | SN3 | 0.815 | | | |
| | SN4 | 0.884 | | | |
| Perceived Behavioral Control (PBC) | | | 0.913 | 0.725 | 0.873 |
| | PBC1 | 0.836 | | | |
| | PBC2 | 0.833 | | | |
| | PBC3 | 0.866 | | | |
| | PBC4 | 0.868 | | | |
| Financial Literacy (FL) | | | 0.898 | 0.688 | 0.849 |
| | FL1 | 0.748 | | | |
| | FL2 | 0.840 | | | |
| | FL3 | 0.843 | | | |
| | FL4 | 0.881 | | | |
| Environmental Concerns (EC) | | | 0.920 | 0.697 | 0.881 |
| | EC1 | 0.794 | | | |
| | EC2 | 0.829 | | | |
| | EC3 | 0.819 | | | |
| | EC4 | 0.847 | | | |
| | EC5 | 0.868 | | | |
| Risk Propensity (RP) | | | 0.913 | 0.678 | 0.882 |
| | RP1 | 0.804 | | | |
| | RP2 | 0.753 | | | |
| | RP3 | 0.841 | | | |
| | RP4 | 0.855 | | | |
| | RP5 | 0.859 | | | |
| Intention Towards SRI (ITS) | | | 0.933 | 0.777 | 0.904 |
| | ITS1 | 0.849 | | | |
| | ITS2 | 0.869 | | | |
| | ITS3 | 0.898 | | | |
| | ITS4 | 0.918 | | | |
| Behavior Towards SRI (BTS) | | | 0.923 | 0.705 | 0.895 |
| | BTS1 | 0.798 | | | |
| | BTS2 | 0.806 | | | |
| | BTS3 | 0.843 | | | |
| | BTS4 | 0.867 | | | |
| | BTS5 | 0.883 | | | |

**Notes.**
AVE = "average variance explained", CR = "composite reliability".

**Structural model: hypothesis testing**

Table 1 shows a number of latent variables, which focus on elements of the expanded Theory of Planned Behavior (TPB), financial literacy, and environmental concerns that can influence a person's intentions and behavior towards socially responsible investment. To that end, Table 2 shows eleven causal paths, or causal pathways that form connections or relationships between various constructs. The path coefficient from Intention Towards SRI to Behavior Towards SRI ($\beta = 0.256$; $t = 4.729$; $P < 0.05$) was proven to be positive and significant in this study, thus supporting Hypothesis 1. Hypothesis 2, namely the path from Attitude to Intentions Towards SRI ($\beta = 0.264$; $t = 6.147$; $P < 0.05$) was proven to be positive and significant in this study, thus supporting Hypothesis 2. However, Hypothesis 3, namely the path from Attitude to Behavior Towards SRI ($\beta = 0.046$; $t = 1.014$; $P > 0.05$), proved to be positive but not statistically significant, due to t-Values being < 1.96. Furthermore, Hypotheses 4 and 5, namely the path from Subjective Norms to Intentions Towards SRI and Behavior Towards SRI, have a positive and significant relationship, as shown in the table. Subjective Norms have a positive and significant effect on Intentions Towards SRI ($\beta = 0.130$; $t = 2.872$; $P > 0.05$) and on Behavior Towards SRI ($\beta = 0.136$; $t = 3.172$; $P > 0.05$). Therefore, Hypotheses 4 and 5 are accepted, or supported.

**Table 4.**

Discriminant validity: Inter-construct correlation matrix

| | A | BTS | EC | FL | ITS | PBC | RP | SN |
|---|---|---|---|---|---|---|---|---|
| A | 0.820 | | | | | | | |
| BTS | 0.306 | 0.840 | | | | | | |
| EC | 0.242 | 0.326 | 0.835 | | | | | |
| FL | 0.295 | 0.299 | 0.300 | 0.830 | | | | |
| ITS | 0.497 | 0.434 | 0.410 | 0.449 | 0.881 | | | |
| PBC | 0.315 | 0.257 | 0.213 | 0.217 | 0.482 | 0.851 | | |
| RP | 0.186 | 0.211 | 0.166 | 0.239 | 0.151 | 0.137 | 0.823 | |
| SN | 0.256 | 0.327 | 0.317 | 0.259 | 0.364 | 0.185 | 0.177 | 0.835 |

*Source: processed data from 342 young Indonesia investor*

Hypothesis 6, namely the path from Perceived Behavioral Control to Intentions Towards SRI ($\beta = 0.289$; $t = 6.685$; $P > 0.05$) was proven to be positive and significant. Furthermore, Hypothesis 7, namely the path from Perceived Behavioral Control to Behavior Towards SRI ($\beta = 0.081$; $t = 1.761$; $P < 0.05$), is proven to be positive but not significant, which is caused by t-Values and p-Values that do not meet the requirements. Thus, Hypothesis 6 is accepted, but Hypothesis 7 is rejected. Therefore, the findings of this study conclude that there are differences between the results of this study and previous literature, specifically Zhang & Huang (2024), which showed that the relationship between Attitude and Behavior Towards SRI, and Perceived Behavioral Control towards Behavior Towards SRI was positive and significant, whereas in this study it was proven to be positive but not significant. This is actually reasonable based on the basic theory used, namely Ajzen's Theory of Planned Behavior (1991), which examines that Attitude and PBC have a direct effect on Intentions Towards SRI, not directly on Behavior Towards SRI, thus indicating that there are other factors that may influence this study. This is mainly due to differences in market structure in Indonesia, resulting in an attitude-to-behavior gap caused by structural and regulatory barriers. Furthermore, Hypotheses 8 and 9, namely the path from Financial Literacy to Intentions Towards SRI and Financial Literacy to Behavior Towards SRI, were proven to be positive and significant. Financial literacy has a positive and significant effect on intentions towards SRI ($\beta = 0.222$; $t = 4.937$; $P > 0.05$), while financial literacy has a positive and significant effect on behavior

towards SRI (β = 0.132; t = 3.031; P > 0.05), so the hypothesis can be accepted. Hypotheses 10 and 11, namely the path from Environmental Concerns to Intentions Towards SRI and Behavior Towards SRI, both of which were proven to be positive and significant. The results show that Environmental Concerns have a positive and significant effect on Intention Towards SRI (β = 0.177; t = 4.100; P > 0.05) and Behavior Towards SRI (β = 0.141; t = 3.202; P > 0.05), thus the hypothesis can be accepted. Therefore, this study shows different results from previous literature, namely Raut et al. (2020), which found that Environmental Concerns have a positive but insignificant relationship with Intention Towards SRI.

**Table 5.**

Findings of hypothesis testing.

| Hypothesis | Path | Standardized Regression Weigh (β) | t-Values | p-Values | Conclusion |
|---|---|---|---|---|---|
| H1 | ITS → BTS | 0.256 | 4.729 | 0.000 | Supported |
| H2 | A → ITS | 0.264 | 6.147 | 0.000 | Supported |
| H3 | A → BTS | 0.046 | 1.014 | 0.311 | Not Supported |
| H4 | SN → ITS | 0.130 | 2.872 | 0.004 | Supported |
| H5 | SN → BTS | 0.136 | 3.172 | 0.002 | Supported |
| H6 | PBC → ITS | 0.289 | 6.685 | 0.000 | Supported |
| H7 | PBC → BTS | 0.081 | 1.761 | 0.078 | Not Supported |
| H8 | FL → ITS | 0.222 | 4.937 | 0.000 | Supported |
| H9 | FL → BTS | 0.132 | 3.031 | 0.002 | Supported |
| H10 | EC → ITS | 0.177 | 4.100 | 0.000 | Supported |
| H11 | EC → BTS | 0.141 | 3.202 | 0.001 | Supported |

## Examination Of Mediation Effects

This study uses Structural Equation Modeling (SEM), which has the ability to simultaneously estimate the structural relationships between latent variables proposed in the study. These relationships include the direct effects of exogenous variables on endogenous variables in the study, as well as indirect effects involving both variables, which are mediated by other endogenous variables. The methodology according to Hayes (2018), specifically to test the mediating effect, applies a 95% confidence interval and uses bootstrap sampling. The simulation in this study is used to show that the bootstrap technique is a robust and effective approach to examining the influence of mediating variables, in this study, Intention Towards SRI. In this study, the process will be repeated 5,000 times. Based on this procedure, the significant influence of Attitude, Subjective Norms, Perceived Behavioral Control (PBC), Financial Literacy, and Environmental Concerns on Behavior Towards SRI is proven to be mediated by Intention Towards SRI, as shown by SEM analysis using 5000 bootstrap sampling. The test results are attached in the Table. It can be seen that Intention Towards SRI functions as a significant mediating factor for several other variables, such as Attitude (β = 0.068; p < 0.05; CI = (0.036 – 0.108)), Subjective Norms (β = 0.033; p < 0.05; CI = (0.010 – 0.108)), Perceived Behavioral Control (β = 0.074; p < 0.05; CI = (0.040 – 0.117)), Financial Literacy (β = 0.057; p < 0.05; CI = (0.029 – 0.093)), Environmental Concerns (β = 0.045; p < 0.05; CI = (0.020 – 0.080)) on Behavior Towards SRI. Therefore, these findings provide strong support for Hypotheses 12, 13, 14, 15, and 16.

**Table 6.**

| Hypothesis | Path | Indirect Effects (β) | t-Values | p-Values | Bias-Corrected Bootstrap 95% Confidence Level | | Conclusion |
|---|---|---|---|---|---|---|---|
| | | | | | LL | UL | |
| H12 | A → ITS → BTS | 0.068 | 3,056 | 0.002 | 0.036 | 0.108 | Full Mediation |
| H13 | SN → ITS → BTS | 0.033 | 2,132 | 0.010 | 0.010 | 0.066 | Partial Mediation |
| H14 | PBC → ITS → BTS | 0.074 | 3,150 | 0.005 | 0.040 | 0.117 | Full Mediation |
| H15 | FL → ITS → BTS | 0.057 | 2,828 | 0.002 | 0.029 | 0.093 | Partial Mediation |
| H16 | EC → ITS → BTS | 0.045 | 2,576 | 0.033 | 0.020 | 0.080 | Partial Mediation |

| Hypothesis | Path | Indirect Effects (β) | t-Values | p-Values | Bias-Corrected Bootstrap 95% Confidence Level | | Conclusion |
|---|---|---|---|---|---|---|---|
| | | | | | LL | UL | |
| H17 | RP x ITS → BTS | 0.302 | 5.250 | 0.000 | 0.192 | 0.416 | Supported |
| H18 | RP x A → BTS | 0.006 | 0.123 | 0.902 | -0.083 | 0.100 | Not Supported |
| H19 | RP x SN → BTS | 0.055 | 1.230 | 0.219 | -0.036 | 0.139 | Not Supported |
| H20 | RP x PBC → BTS | 0.147 | 3.543 | 0.000 | 0.066 | 0.226 | Supported |
| H21 | RP x FL → BTS | 0.116 | 2.744 | 0.006 | 0.035 | 0.198 | Supported |
| H22 | RP x EC → BTS | 0.134 | 2.863 | 0.004 | 0.042 | 0.224 | Supported |

## Findings

The main findings show that intention toward SRI acts as a direct driver of SRI behavior, while also strengthening the TPB causal chain in the context of Indonesian retail investors. Empirically, the path from intention to behavior toward SRI is significant (β = 0.256; t = 4.729), indicating that intention functions as a proximal determinant of sustainability-oriented investment actions. This configuration is consistent with the TPB proposition that investment behavior—which is volitional but still constrained by market conditions—is more accurately explained through intentions formed from evaluations, norms, and perceptions of control. The implication is that models that assess SRI determinants without including intention risk obscuring the psychological mechanisms that actually link cognitive and social determinants to actual behavior.

The results also reveal a pattern of "attitude–behavior decoupling" that is relevant to the context of SRI, namely that attitude significantly influences intention (β = 0.264; t = 6.147), but does not significantly influence behavior directly (β = 0.046; t = 1.014). Substantively, this indicates that a positive evaluation of SRI does not automatically translate into actual investment decisions, making intention a more valid explanatory channel for capturing the transition from normative/ethical approval to action. The mediation findings reinforce this interpretation because the influence of attitude on behavior is channeled indirectly through intention (β = 0.068; p < 0.05; CI 95% = 0.036–0.108).

The social and control dimensions show more nuanced mechanisms. Subjective norms have a positive and significant effect on both intention (β = 0.130; t = 2.872) and behavior (β = 0.136; t = 3.172), while PBC is significant for intention (β = 0.289; t = 6.685) but not significant for behavior directly (β = 0.081; t = 1.761). This pattern places social norms as a driver of behavior implementation (beyond merely forming intentions), while PBC functions more as a psychological prerequisite for building intentions in market conditions that are perceived as "not fully accessible" (e.g., limited information, perceived complexity, or execution barriers). The significant indirect effect of PBC through intention (β = 0.074; p < 0.05; CI 95% = 0.040–0.117) indicates that strengthening perceived control should be directed at facilitating the formation of executable intentions, rather than assuming it will have a direct impact on behavior without changing intentions.

The expansion of TPB through financial literacy and environmental concerns has been proven to increase the explanatory power of the model at two levels: intention formation and behavior realization. Financial literacy has a significant positive effect on intention (β = 0.222; t = 4.937) and behavior (β = 0.132; t = 3.031), while environmental concerns have a significant positive effect on intention (β = 0.177; t = 4.100) and behavior (β = 0.141; t = 3.202); both also have a significant mediating effect through intention. Implicitly, increasing literacy relevant to sustainability (sustainable finance literacy) has the potential to reduce information friction and improve the quality of ESG evaluation so that intentions become more stable and easier to realize.

## CONCLUSION

This study confirms that the SRI behavior of Indonesian retail investors is primarily explained by their intention toward SRI, with intention consistently mediating the influence of TPB determinants (particularly attitude and PBC) and expanded determinants (financial literacy and environmental concerns) on behavior toward SRI. The finding that "attitude toward intention towards SRI is significant but attitude toward behavior towards SRI is not significant" places intention as the determining conversion mechanism, while the significance of subjective norms on behavior confirms the strength of social channels in the realization of sustainable investment. In practical terms, the policy and industry implications point to a combination of interventions, including strengthening pro-sustainability social norms, simplifying execution, in this case to increase perceived control, and improving literacy specific to the evaluation of sustainable products so that intentions become informed and executable.

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