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CONSUMERS' BEHAVIOR TO PARTICIPATE IN A CIRCULAR ECONOMY USING CIRCULAR FURNITURE THROUGH THE THEORY OF REASONED ACTION (TRA)

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Abstract: The high demand for furniture in Indonesia, especially from wood-based materials, poses a threat to forest resources as wood is sourced from forests. Continuous extraction may lead to a future scarcity of wood resources and an increased risk of environmental pollution. To mitigate this risk, the circular economy concept is introduced, aiming to replace the take-use-dispose model with a take-use-reuse approach. However, successful implementation of the circular economy requires active participation from both companies and consumers to ensure its proper execution and balance. Consumers can contribute by using 4R products (reuse, remanufactured, repair, and recycle). Therefore, this study aims to investigate the factors that can influence consumer behavior in adopting a circular economy, utilizing the Theory of Reasoned Action (TRA) approach. The respondents in this study consist of furniture consumers in Indonesia, totaling 541 participants. The research data was processed using PLS-SEM with SmartPLS 4.0 software. The findings of this research indicate that attitudes, environmental awareness, and information drivers positively and significantly influence intentions. Perceived environmental knowledge and environmental concern have a positive and significant impact on attitudes. On the other hand, perceived economic risk and perceived aesthetic risk have a negative and insignificant effect on behavioral intentions. Lastly, intentions have a positive and significant influence on actual behavior.

Keywords **- Circular economy, Furniture, PLS-SEM, the theory of reasoned action (TRA).**

I. INTRODUCTION

Furniture plays a strategic role in the Indonesian economy due to its high added value and international competitiveness [1]. The unique designs and abundant natural resources in Indonesia, including teak, rattan, and bamboo, offer a wide range of patterns and designs that set Indonesian furniture apart from those produced by other countries. Furthermore, the availability of abundant raw materials sourced from the country's 68.8 million hectares of production forests positions Indonesia as one of the leading furniture producers globally. According to the Ministry of Home Affairs (2021), Indonesia is currently home to six developing furniture industries, namely wood furniture, plastic furniture, bamboo/rattan furniture, metal furniture, and other furniture industries. These industries are represented by 1,114 companies located across various regions of Indonesia, collectively possessing a total annual capacity of 2.9 million tons.

Wood is the primary material used in the production of furniture in Indonesia, primarily due to its high production value compared to other materials. Wood offers several advantages, including ease of processing, attractive patterns and textures, and the ability to be carved to enhance aesthetic value in various furniture designs. According to data from the Ministry of Industry in 2017, wood accounts for 80% of total furniture production in Indonesia, while rattan and bamboo comprise 11%, metal furniture accounts for 7%, and plastic furniture makes up 2%. To meet the demands of the furniture industry, wood raw materials are sourced from various types of forests, including Community Plantation Forests (HTR), Community Forests (HKm), Village Forests (HD), Natural Forests, and Industrial Plantation Forests [1]. Indonesia is blessed with extensive tropical forests, covering an area of 126.09 million hectares, with a significant portion allocated as production forests, reaching over 68.99 million hectares. Production forests are categorized into limited production forests (26.8 million ha), permanent production forests (29.25 million ha), and conversion production forests (12.94 million ha). In the pursuit of sustainability within the industry, effective natural resource management is crucial and should be aligned and synergized with industrial development.

The furniture industry, like any other, generates various types of waste during its production processes. Common waste materials from the furniture industry include wood waste, lacquer waste, and sawdust, primarily derived from tree-based materials. If managed properly, these wood waste remnants possess significant value and hold promising prospects. However, a prevailing challenge lies in the misperception that furniture industry waste, especially wood-based waste, is deemed unusable, resulting in improper waste management practices. Often, wood chips or remnants from artisans, companies, and producers either end up as

waste or are used by local communities as firewood. By implementing appropriate processing methods, these wood scraps, categorized as industrial waste, can be transformed into products with economic value, offering a new lease on life.

In the realm of production activities, the furniture industry stands as one of the contributors to environmental damage. Wood-based furniture necessitates significant cutting or logging activities, leading to substantial wood waste that poses an environmental challenge when not effectively reused. As raw materials, especially wood, become increasingly scarce due to their utilization in various industries, such as furniture and paper production, the need arises to optimize their use to yield benefits for companies. This optimization includes reducing production costs, increasing product-added value, fostering innovation, enhancing purchasing power, and promoting sustainable economic growth.

The circular economy offers a viable solution to address the environmental strain caused by material and energy consumption by maximizing the utilization of natural resources. Implementing the circular economy concept not only alleviates environmental damage arising from production waste but also brings benefits to consumers. To tackle the pressing issue of wood waste, effective reduction and management strategies are necessary. Embracing the circular economy concept becomes a potential solution as it entails the efficient use of resources and energy, waste minimization, and a reduced environmental impact throughout the product cycle [2]. The Circular Economy presents an alternative to the traditional linear economy, which follows a 'take-make-dispose' consumption model, by embracing the 'take-make-use-reuse' concept. It not only reduces environmental impacts, such as emissions and solid waste, but also generates profits through innovative business models, product designs, and supply chains [3]. . However, successful implementation of the circular economy relies not only on companies but also on active consumer participation, ensuring its balanced and optimal execution. Research conducted by Rausch & Kopplin (2021) indicates that consumer intentions and behavior towards environmentally friendly, circular, and sustainable products remain low due to perceived affordability issues. Consumers also hold reservations regarding the quality and relevance of such products [4]. Consequently, ongoing research aims to identify the factors influencing consumer participation in the circular economy, particularly with 4R products (reuse, remanufactured, repair, and recycle). Additionally, recommendations are being developed to help companies improve consumer behavior in this regard.

This research will utilize the expanded TRA (Theory of Reasoned Action) model, which incorporates a model derived from a study conducted by Rausch & Kopplin (2021) titled 'Bridge the Gap: Consumers' Purchase Intention and Behavior Regarding Sustainable Clothing.' The focus of this study is on consumers of wooden furniture in Indonesia. The objective is to examine consumer intentions and behavior concerning the use of circular wooden furniture products as a means of participating in the circular economy, specifically through the adoption of reused, remanufactured, repaired, and recycled products. The findings of this research will contribute to the development of recommendations for companies based on influential variables identified. This research holds significance for several reasons. Firstly, there is a lack of studies that specifically explore consumer behavior towards wooden furniture, thus this research will expand the existing literature in the furniture sector. Additionally, this study represents a novel contribution in examining how consumer behavior towards wooden furniture aligns with circular economy principles in the Indonesian context.

II. LITERATURE REVIEW

The fundamental philosophy of the circular economy is based on the recognition of limited natural resources, driving the pursuit of more sustainable economic development. The concept of the circular economy emerges from the inherent shortcomings of the linear production model, which fails to align current levels of production and consumption with the finite availability of resources [5]. At its core, the circular economy entails the reuse, remanufacturing, recycling, and repair of products throughout the entire lifecycle, encompassing the micro level (individual products, companies, consumers), the medium level (eco-industrial parks), and the macro level (cities, regions, countries, etc.). Its overarching goal is to achieve sustainable development, enhance environmental quality, foster economic prosperity, and promote social welfare for both present and future generations, ultimately striving for equity and justice [6].

The Circular Economy concept replaces the linear 'take-make-dispose' model with the implementation of 4R products, namely Reuse, Remanufacturing, Recycle, and Repair. Reuse involves transforming unused items into useful products for alternative purposes. For instance, a repurposed drawer turned into a wall cupboard. Remanufactured products undergo a complete restoration process, including production and testing, to match new products according to manufacturer standards and guarantees. For example, a used chair sent back to the factory for refurbishment, resulting in a chair that appears new and meets the manufacturer's specifications. Repair refers to the restoration of damaged furniture, extending its lifespan and reducing waste. For instance, repairing a broken chair back to its original condition. Product recycling involves recovering materials from used products and transforming them into new materials, thereby minimizing waste and reducing pollution. For example, salvaging the wood from used cabinets and processing it into new materials for manufacturing new products.

The research to be carried out adopts The Theory of Reasoned (TRA) model in Rausch and Copplin's research [4] which will be confirmed whether the driving factor variables in the model can also be used to build wood furniture consumer intentions and behavior. The research that will be carried out will also add a CE driver to build external driving factors instead of TRA. The exogenous variables that will be used are *Subjective Norm*, *Perceived Environmental Knowledge*, *Environmental Concern*, *Perceived Economic Risk*, *Perceived Aesthetic Risk*, and *Information Drivers*. The endogen variable consisted by *Attitude* (ATT), *Intention* (INT), and *Behavior* (BI).

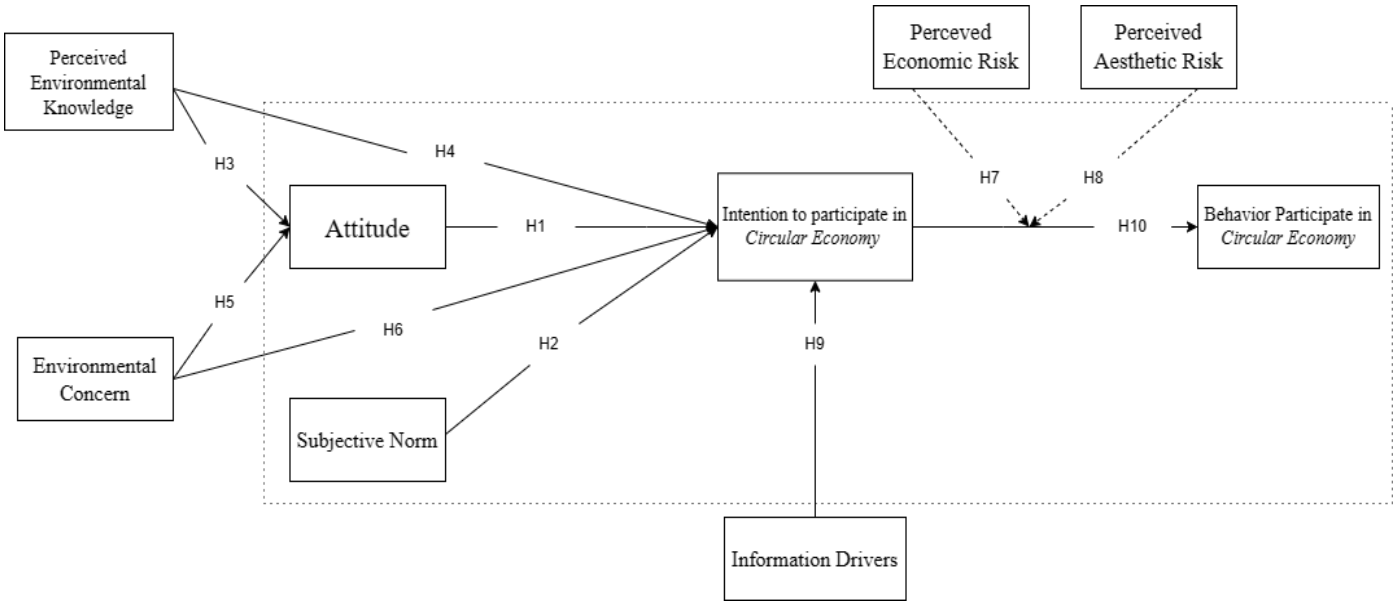

Figure 1. Thinking Framework

The hypotheses in this study are as follows:

H1: Attitude (ATT) has a positive and significant effect on Intention (INT) to participate in the circular economy of wooden furniture.

H2: Subjective Norm (SN) has a positive and significant effect on Intention (INT) to participate in the circular economy of wooden furniture.

H3: Perceived Environmental Knowledge has a positive and significant effect on Attitude (ATT) to participate in the circular economy of wooden furniture.

H4: Perceived Environmental Knowledge has a positive and significant effect on Intention (INT) to participate in the circular economy of wooden furniture.

H5: Environmental Concerns has a positive and significant effect on Attitude (ATT) to participate in the circular economy of wooden furniture.

H6: Environmental Concerns has a positive and significant effect on Intention (INT) to participate in the circular economy of wooden furniture.

H7: Perceived Economic Risk negatively moderates the relationship between Intention (INT) - Behavior (BI) in the application of Circular Economy on Wood Furniture.

H8: Perceived Aesthetic Risk negatively moderates the relationship between Intention (INT) - Behavior (BI) in the application of Circular Economy on Wood Furniture.

H9: Information Drivers has a positive and significant effect on Intention (INT) to participate in the circular economy of wooden furniture.

H10: Intention have a positive and significant effect on Behavior (BI) to participate in the circular economy of wooden furniture.

PLS-SEM is a causal modeling approach that aims to maximize the variance explained by dependent latent variables. The development of PLS-SEM can be attributed to the work of Wold (1974), who initially proposed this method as a general approach for estimating path models with latent constructs containing multiple indicators. PLS-SEM is particularly useful when dealing with complex structural models that involve numerous constructs, indicators, or paths, and when the analysis focuses on theory testing and prediction rather than assuming normality of data distribution. It serves as a valuable tool for understanding and exploring existing theories, especially in scenarios where the research objective is to gain insights into the growing complexity of the phenomenon under investigation. Figure 2 is an illustration of the PLS model. Moreover, in PLS-SEM, there are two measurements, namely:

1. Measurement Outer Model (Measurement Model) is a model that aims to specify the relationship between latent variables and their indicators [7].
2. Measurement of the inner model (Structural Model) is a model that links latent variables.

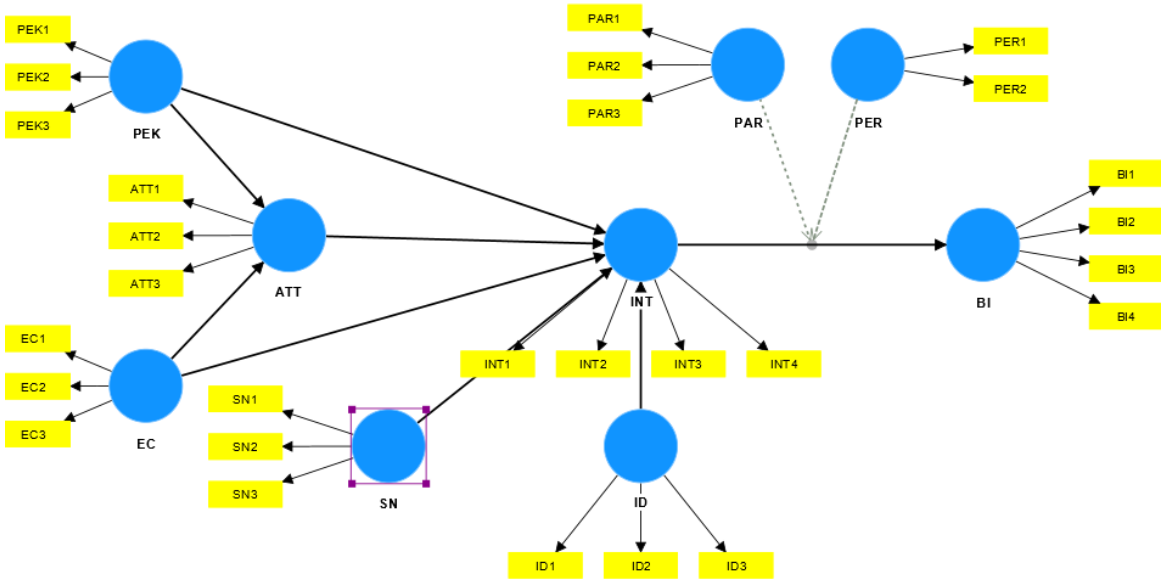

Figure 2. Analysis Model

Measurement Outer Model

Validity and Reliability

The convergent validity test aims to assess the validity of the relationships between indicators and other constructs or variables. Convergent validity is evaluated by examining item reliability, as indicated by the outer loading parameters obtained from the output of SmartPLS 4.0 software. Additionally, the Average Variance Extracted (AVE) parameter can be used to assess convergent validity. AVE represents the coefficient that explains the variance within the indicators or describes the correlation between indicators in the model. Generally, variables with AVE values greater than 0.5 are considered to demonstrate good convergent validity. Moreover, a loading factor value of 0.7 is typically accepted as sufficient for use in research [7].

Discriminant validity testing is conducted to assess whether two different measures of two constructs, which are expected to be unrelated, produce scores that are not correlated. This evaluation is based on the Fornell-Larcker Criterion and the cross-loading of each indicator. The Fornell-Larcker criterion examines the correlation values between a variable and itself, as well as between the variable and other variables. A variable is considered to have good discriminant validity if its correlation or the square root of its AVE is greater than the correlations with other variables [7].

Composite reliability, also known as combined reliability, can be assessed through two measures: Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha provides a lower-bound estimate of reliability, while Composite Reliability provides a more accurate estimate of reliability. A value of 0.6 is generally considered acceptable, but the rule of thumb is that both Cronbach's Alpha and Composite Reliability should be greater than 0.7 [8].

Structural (Inner) Model

The structural model is designed to illustrate the relationships between variables or constructs, both endogenous and exogenous. This model examines the hypothesized relationships between latent constructs. Various measures are used to evaluate the model, including the coefficient of determination (R2), predictive relevance (Q2), effect size (F2), quality indexes, Standardized Root Mean Square Residual (SRMR), and Normed Fit Index (NFI).

The R2 value indicates the strength of the relationship, with values above 0.67 considered strong, values between 0.33 and 0.67 considered moderate, and values between 0.19 and 0.33 considered weak [8]. Coefficients range from -1 to 1, with positive coefficients (0 to 1) representing a positive relationship and negative coefficients (0 to -1) indicating a negative relationship.

The Q2 value represents the predictive relevance of the model. A value of 0.02 indicates weak predictive relevance, 0.15 indicates moderate predictive relevance, and 0.35 indicates strong predictive relevance [9]. The f2 value measures the effect size, with a value of 0.02 indicating a small effect, 0.15 indicating a moderate effect, and 0.35 indicating a large effect. Values below 0.02 can be ignored or indicate no effect [10]. The fit of the model is assessed using the SRMR and NFI. The SRMR measures the discrepancy between the observed model correlation (null model) and the predicted model. SRMR values below 0.08 indicate a good fit, while values between 0.08 and 0.1 indicate an adequate fit. The NFI compares the proposed model with the null model. NFI values above 0.900 indicate a very good model (good fit), while values between 0.500 and 0.800 indicate a marginal fit [11].

III. RESULTS

3.1 Results of Descriptive Statistics

Respondents were male and female with aged 17 years and over who are consumers of wood furniture. The data collection of this questionnaire is a closed questionnaire. The distribution was carried out online by Google Forms for the period of October-November 2022. Data collection was carried out by distributing questionnaires online by Google Forms and 542 responses were obtained from respondents. Respondents came from West Sumatra 185 people (34.13%), North Sumatra 170 people (31.36%), West Java 7 people (1.29%), Aceh 4 people (0.73%), Papua 5 people (0.92%), Jakarta 54 people (9.96%), Central Java 74 people (13.65%), Jambi 8 people (1.47%), Riau 26 people (4.79%), and Kalimantan 9 people (1.66%). Respondent analysis was carried out by looking at three main characteristics, such as occupation, income, and last education. Based on table 4.3, respondents with an undergraduate education background became the most respondents with a total of 218 people (40.2%), the most respondents' jobs were employees/employees with a total of 297 people (54.8%), and respondents with the most income, namely 3,500. 000 >

5,000,000 as many as 159 people (29.3%). Overall, out of a total of 542 respondents, 22.7% had heard of the circular economy and 77.3% had never heard of the circular economy.

3.2 Reliability dan Validity

3.2.1 Reliability Test

1. Convergent Validity

The convergent validity test can also be seen from the Average Variance Extracted (AVE) parameter, namely the coefficient that explains the variance in the indicator or can be called the coefficient that describes the correlation between indicators in the model. Variables with AVE values > 0.5 can be categorized as good convergent values. If the AVE value < 0.5. The accepted loading factor value is 0.7 which is considered sufficient to be used in research [7]. In this study, there is an outer loading value that is not significant or less than 0.7, so it is necessary to eliminate the BI2 and BI4 indicators.

Table 1. AVE for each Variable

Variable	AVE
ATT	0,817
BI	0,912
EC	0,815
ID	0,765
INT	0,807
PAR	0,938
PEK	0,824
PER	0,879
SN	0,8

2. Discriminant Validity

Discriminant validity testing occurs when two different ways of measuring two components that are expected to be uncorrelated produce scores that are indeed uncorrelated. The evaluation is based on the Fornell-Lacker Criterion and the cross-loading of each index (see Table 2).

Table 2. Fornell-Larcker Criterion

Variable	ATT	BI	EC	ID	INT	PAR	PEK	PER	SN
ATT	0,904								
BI	0,211	0,955							
EC	0,473	0,237	0,903						
ID	0,206	0,151	0,386	0,875					
INT	0,355	0,189	0,431	0,518	0,898				
PAR	-0,14	-0,151	-0,225	-0,058	0,022	0,969			
PEK	0,349	0,107	0,432	0,213	0,244	-0,11	0,908		
PER	0,187	0,083	0,32	0,287	0,173	-0,411	0,15	0,937	
SN	0,428	0,159	0,568	0,464	0,425	-0,213	0,317	0,302	0,894

3. Composite Reliability

The composite reliability test or combined reliability can be measured in two ways: Cronbach Alpha and Composite Reliability (CR). Table 3 showed the composite reliability for each variable.

Table 3. Composite Reliability

Variable	Composite Reliability
Attitude (ATT)	0,931
Behavior (BI)	0,954
Environmental Concern (EC)	0,93
Information Drivers (ID)	0,907
Intention (INT)	0,943
Perceived Aesthetic Risk (PAR)	0,978
Perceived Environmental Knowledge (PEK)	0,933
Perceived Economic Risk (PER)	0,936
Subjective Norm (SN)	0,923

3.2.2 Validity Test

Hypothesis testing utilizes the bootstrapping method, which is employed to estimate distribution parameters, sample variance, and estimate errors. Bootstrapping, also known as a resampling technique, involves drawing numerous subsamples (with replacement) from the original data and estimating the model for each subsample. In this study, a total of 5000 bootstrapping iterations were performed, which is larger than the sample size, as required [7].

Table 4. Direct Effect

Hypothesis	Original Sample	T Statistics	P Values
ATT → INT	0,163	3,616	0
SN → INT	0,089	1,564	0,118
PEK → ATT	0,177	4,279	0
PEK → INT	0,012	0,303	0,762
EC → ATT	0,397	8,582	0
EC → INT	0,15	2,762	0,006
PER x INT → BI	-0,074	1,671	0,095
PAR x INT → BI	-0,031	0,617	0,537
ID → INT	0,383	6,831	0,056
INT → BI	0,186	4,566	0

IV. DISCUSSION

The attitude variable is one of the basic variables of the TRA model established by Ajzen and Fishbein (1975). This variable was also adopted by Rausch and Kopplin (2021) to develop the TRA model in researching consumer behavior which states that attitude has a positive and significant effect on intention in the decision to buy sustainable clothing in Germany. The obtained results showed that t stat value of 3.616, a P value of 0, and a path coefficient (original sample) of 0.163. Based on the t stat results, it can be concluded that at a significant level of 5%, H1 is accepted because the t stat value is > 1.96 so attitude has a significant effect on intention. The path coefficient H1 value indicates that increasing consumer intention to decide by one standard deviation will increase consumer intention to participate in the circular economy if all other variables are held constant. Based on the results of the original sample path coefficient which has a positive value, it is concluded that attitude (ATT) positively influences intention.

The subjective norm variable is one of the basic variables of the TRA model established by Ajzen and Fishbein (1975). the results obtained are t stat values of 1.564, P values of 0.118, and path coefficient (original sample) of 0.089. Based on the results of the t stat, it can be concluded that at a significant level of 5%, H2 is rejected because the t stat value is <1.96 so the subjective norm has no significant effect on intention. Based on the results of the original sample path coefficient which has a positive value, it can be concluded that the subjective norm (SN) has a positive effect on intention. Therefore, it can be said that the variable subjective norm has a positive but not significant relationship to the intention to use circular furniture and this result is not in line with the research adopted, namely Rausch & Kopplin (2021) regarding the intention to buy sustainable clothing.

This research adopted the variable perceived environmental knowledge to investigate whether it influenced consumer attitudes toward using circular furniture. No previous studies had examined consumer behavior in participating in a circular economy specifically for wooden furniture. The results showed a t-stat value of 4.279, a P value of 0, and a path coefficient (original sample) of 0.177. Based on the t-stat results, it can be concluded that H3 was accepted at a significant level of 5%, as the t-stat value exceeded 1.96, indicating a significant effect of perceived environmental knowledge on attitude. The path coefficient H3 indicated that a one standard deviation increase in consumer attitudes towards decisions would increase consumer attitudes towards participating in the circular economy, assuming all other variables remained constant. Considering the positive value of the path coefficient in the original sample, it is concluded that perceived environmental knowledge (PEK) positively influenced attitude.

The previous research adopted the variable perceived environmental knowledge to investigate whether it influenced consumer intentions to use circular furniture, as no previous studies had examined consumer behavior in participating in a circular economy specifically for wooden furniture. The results showed a t-stat value of 0.303, a P value of 0.762, and a path coefficient (original sample) of 0.012. Based on the t-stat results, it can be concluded that H4 was rejected at a significant level of 5% because the t-stat value was less than 1.96, indicating that perceived environmental knowledge had no significant direct effect on intention. However, considering the positive value of the path coefficient in the original sample, it is concluded that perceived environmental knowledge (PEK) is positively associated with intention.

The current research adopts the environmental concern variable to find out whether environmental concern felt by consumers influences consumer attitudes to using circular furniture because until now no one has raised research on consumer behavior to participate in the circular economy on wooden furniture. It turned out that the results showed a t stat value of 8.582, a P value of 0, and a path coefficient (original sample) of 0.397. Based on the t stat results, it can be concluded that at a significant level of 5%, H5 is accepted because the t stat value is > 1.96 so environmental concern has a significant effect on attitude.

The environmental concern variable is a variable resulting from the development of the TRA model by Rausch and Kopplin (2021) to examine consumer behavior which results in the statement that environmental concern has a positive and significant effect on intention. It turned out that the results obtained were a t stat value of 2.762, a P value of 0.006, and a path coefficient (original sample) of 0.15. Based on the t stat results, it can be concluded that at a significant level of 5%, H6 is accepted because the t stat value is > 1.96 so environmental concerns have a significant effect on intention. The path coefficient H6 value indicates that an increase in consumer intention to decide by one standard deviation will increase consumer intention to participate in the circular economy if all other variables are held constant

The variable perceived economic risk is a mediator variable resulting from the development of the TRA model by Rausch and Kopplin (2021) to examine consumer behavior in buying sustainable clothing which results in the statement that perceived economic risk (PER) moderates positively but is not significant towards the intention-behavior relationship. It turned out that the results obtained were a t stat value of 1.671, a P value of 0.095, and a path coefficient (original sample) of -0.074. Based on the t

stat results, it can be concluded that at a significant level of 5%, H7 is rejected because the t stat value is <1.96 so perceived economic risk has no significant effect on the intention-behavior relationship. Based on the results of the original sample path coefficient, which is negative, it is concluded that perceived economic risk (PER) is negatively correlated and does not affect the relationship between intention-behavior so PER does not hinder actual performance after the initial intention is formed. That is, even though intention has been built through several previous variables, the PER moderating variable does not become an obstacle during the post-decision or pre-action phase.

The variable perceived aesthetic risk is a mediator variable resulting from the development of the TRA model by Rausch and Kopplin (2021) to examine consumer behavior in buying sustainable clothing which results in the statement that perceived aesthetic risk (PAR) moderates positively but is not significant towards the intention-behavior relationship. This mediator variable functions as an intermediary for the relationship between intention-behavior and functions to influence the strength and weakness of the relationship between intention-behavior. It turned out that the results obtained were t stat values of 0.617, P values of 0.537, and path coefficient (original sample) -0.031. Based on the t stat results, it can be concluded that at a significant level of 5%, H8 is rejected because the t stat value is <1.96 so perceived aesthetic risk has no significant effect on the intention-behavior relationship. Based on the results of the original sample path coefficient, which is negative, it is concluded that perceived aesthetic risk (PAR) is negatively correlated and does not affect the relationship between intention-behavior. This means that consumers do not look at the value of the beauty of the product but rather the value of the use/quality of the product. PAR does not hinder actual performance after initial intention formation. That is, even though intention has been built through several previous variables, the PAR moderating variable does not become an obstacle during the post-decision or pre-action phase, so PAR does not hinder actual performance after forming the initial intention.

The information driver's variable is a CE driver which is added in the current research because this variable is also used by Barčić et al., 2021 in their research on consumer buying behavior for wooden furniture. This variable is used in the current research to find out whether this variable also influences consumer behavior in using circular furniture. It turned out that the results obtained were t stat values of 6.831, P values of 0, and path coefficient (original sample) of 0.383. Based on the t stat results, it can be concluded that at a significant level of 5%, H9 is accepted because the t stat value is > 1.96 so information drivers have a significant effect on intention. Based on the results of the original sample path coefficient which has a positive value, it is concluded that information drivers (ID) have a positive relationship to intention. Therefore, it can be said that the information driver's variable is also positively and significantly related to the intention to use circular furniture.

The intention variable is one of the basic variables of the TRA model formed by Ajzen and Fishbein (1975). This variable was also adopted by Rausch and Kopplin (2021) to develop the TRA model in researching consumer behavior which states that intention has a positive and significant effect on behavior. It turned out that the T stat results were 4.566, the P values were 0 and the path coefficient (original sample) was 0.186. Based on the t stat results, it can be concluded that at a significant level of 5%, H10 is accepted because the t stat value is > 1.96 so intention has a significant effect on behavior. Based on the results of the original sample path coefficient which has a positive value, it is concluded that the intention (INT) to participate in the circular economy in wooden furniture positively and significantly influences consumer behavior.

V. CONCLUSION

Based on the test results, it is known that the variables or factors that influence consumer behavior to participate in the circular economy are attitude which has a significant effect on intention, perceived environmental knowledge has a significant effect on attitude, environmental concern has a significant effect on attitude and intention, information drivers have a significant effect on intention, and intention has a significant effect on behavior. The most influential variables on consumer behavior participating in the circular economy are environmental concerns and information drivers. So, it can be said that increasing environmental awareness and promoting circular furniture information will increase consumer intentions and behavior to participate in the circular economy by using reused, recycled, repaired, and remanufactured products.

The strategy given to furniture companies or manufacturers to improve consumer behavior through environmental awareness and information drivers is to hold events or public campaign actions, such as the "Buy Back" program, namely by getting vouchers to buy again if consumers have "as new" goods. " or no scratches will receive 50% of the original price, "very good" items with minor scratches will receive 40%, and "used" items with multiple scratches will receive 30%. With one condition, the furniture to be resold must be brought to the shop "in one piece". Furniture companies in Indonesia can also hold campaigns or competitions by making posters or videos. If you find or have wooden furniture that is scattered and unsuitable for use around your residence or even in the river, you can make a poster or video containing labeling based on where it was found, comparison. the price of used furniture with new furniture, and how to apply and use the product needed. The winner gets a prize from the company, which aims to increase consumer knowledge of used furniture. Furniture companies in Indonesia can also hold various interesting festivals on Earth Day with workshop activities such as teaching consumers how to do simple 4R (Reuse, Repair, Recycle, Remanufactured) which can be done on existing furniture in their respective homes. Donation campaigns for forest maintenance such as tree planting and TPA. Companies can also use technology implementations such as 360° images, videos and close-up images of products, and comparisons of conventional products with circular furniture to help consumers get real product ideas before buying. The website is also needed as a place for consumers to exchange opinions with companies regarding circular furniture products.

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