

**Examining Factors Influencing Adults' Repurchase Intentions in Green Restaurants:
A Study in Klang Valley**

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Abstract: Green restaurants are establishments that prioritize environmental sustainability by implementing practices such as reducing energy consumption, minimizing disposable product use, and curbing food waste. This study aims to investigate the factors within a modified Theory of Planned Behavior (TPB) framework that influence repurchase intentions toward green restaurants in the Klang Valley. Specifically, it examines how sustainable attitudes, price perceptions, and subjective norms affect consumer decisions while fostering greater awareness and understanding of green dining practices to promote environmental sustainability. A quantitative approach was adopted, surveying 390 Klang Valley residents with prior experiences at green restaurants. Purposive sampling was used to select participants, and data were collected through a structured questionnaire. The responses were analyzed using descriptive statistics, reliability testing, and multiple regression analysis via the Statistical Package for Social Science (SPSS). The findings revealed that all TPB variables, sustainable attitudes, price, and subjective norms, positively influence repurchase intentions, with sustainable attitude emerging as the most significant predictor. These results underscore the importance of fostering pro-environmental attitudes to drive consumer loyalty toward green restaurants. This study contributes to the limited body of research on green restaurants in Malaysia, offering practical insights for restaurant owners, policymakers, and community groups to integrate eco-friendly practices such as reducing paper waste, optimizing energy consumption, and adopting biodegradable disposables. Academically, the study serves as a foundation for future research, encouraging scholars and practitioners to further investigate the potential of green restaurants in advancing environmental sustainability.

Keywords: *Green restaurant, Repurchase intention, Theory of Planned Behavior, Sustainability, Klang Valley.*

1. Introduction

The practice of eating out is well-known in Malaysia due to the country's rising income levels and swiftly expanding restaurant industry. More than 64% of Malaysians dine out at least once a day, according to the Malaysian Food Barometer (MFB) report. Note that 64% of those who eat out have at least one meal, while the rest, 36%, eat at home (Poulain et al., 2020). Several restaurant practices, including increased energy use, increased food waste output, and increased use of non-recyclable materials, have contributed to this issue's environmental reduction. The natural environment in Malaysia produces large amounts of waste and generates different types of pollution in its daily operations.

In the meantime, eco-friendly practices and healthy eating have gained popularity in line with the growing sustainability trends. As a result, it has been determined that the restaurant industry is one of the least environmentally friendly economic sectors, and it is up to the restaurant industry to use green methods to lessen environmental problems (Higgins-Desbiolles et al., 2019). The previous study discussed green restaurants. However, the findings are still limited, meaning that the largest possible reasons are poor customer and community demand (Hui et al., 2018). In Malaysia, no specific environmental certification is presently available for restaurant owners to apply for and adhere to (Tan et al., 2016). As a result, even though supplying locally sourced and organic food is constantly promoted within the restaurant industry, no establishments have fully adopted overall green practices. The pressure on restaurants to change their efforts in the direction of the environmental discussion has decreased because of the Malaysian food service industry's ignorance about the need for green practices (Madanaguli et al., 2022). The implementation of green restaurants will require changing the amount of energy used, the use of disposable items, food waste, and many other practices.

People will begin to adopt the new norm of green practices in their lifestyle by starting where they would eat, according to the study's conclusion, by establishing a green restaurant (Li et al., 2024). Beyond eating a vegan diet for every meal, this new standard also involves reducing energy usage and switching to biodegradable food packaging (Nilsen-Nygaard et al., 2021). Malaysians would change their minds about implementing green restaurants and consider them one of the better options. This study believes it may be impossible for the potential green restaurant to adapt to all the green approaches, but the small changes will contribute greatly to climate change. Since Malaysia is still unfamiliar with green practices in the food and beverage industry, replacing their lifestyle with a healthier one may take a long time.

Langgat (2020) clarified in her study that Malaysia has limited green restaurants due to a lack of support from the locals, entrepreneurs, and even the government itself. However, the good news from McDonald's is that about 200 green restaurants will be established by 2025. In a previous study, Baloglu et al. (2020) admitted that implementing green restaurants would require larger capital for the owner and a burden for the customer to pay more because the restaurant owner would charge it expensively. Thus, this study aims to answer the following research objective:

RO1: To identify the relationship between sustainable attitudes and green repurchase intention.

RO2: To examine the relationship between price and the green repurchase intention.

RO3: To examine the relationship between subjective norm and green repurchase intention.

2. Literature Review

The rise in environmental awareness has led to growing interest in sustainable practices across various industries, including the restaurant sector. As consumers become more environmentally conscious, businesses are compelled to adapt by implementing green initiatives to meet these evolving expectations. In the restaurant industry, green restaurants have emerged as a transformative approach, encompassing practices that reduce waste, conserve energy, and promote eco-friendly materials. Adopting green practices is particularly relevant in urbanized areas like Klang Valley, where the increasing demand for sustainable dining experiences highlights the importance of understanding consumer behavior (Han, 2021). To foster loyalty and encourage repurchase intentions, it is vital to identify the factors that drive consumer decision-making in green restaurants. The Theory of Planned Behavior (TPB) is a valuable framework for analyzing these factors, offering insights into how attitudes, social influences, and perceived control shape consumer intentions. This literature review explores existing research on green restaurants, the application of the TPB in understanding consumer behavior, and the key determinants of repurchase intentions. By synthesizing these perspectives, the review aims to identify research gaps and provide a theoretical foundation for examining the dynamics of sustainable dining in Malaysia.

Green Restaurant: A restaurant is a place of business where customers can select a meal to be prepared and served at a table. Customers pay for the restaurant, typically after their meal (Cambridge Dictionary, 2022). Although many restaurants offer takeout and food delivery services, meals are frequently served and consumed on the premises. Food from restaurants nowadays is also driven by a human decision to dispose of food (Obrist et al., 2024). According to Christ and Burritt (2017), the precise context is difficult to obtain since the restaurant industry is complex and diversified, with various sub-sectors targeting distinct consumer groups, each with unique operational and organizational characteristics that might affect the extent and scope of food waste produced.

Zou (2022) has defined a green restaurant as a restaurant that is ecologically friendly and takes steps to lessen its environmental effect by employing green practices such as recycling, adding vegan food options, reducing restaurant food waste, looking for other alternatives for energy sources and improving the ordering system for perishable items. A green restaurant controls the social and environmental effects of its operations, which include three crucial components: environmental sustainability, social responsibility, and economic viability (Higgins-Desbiolles et al., 2017). Numerous studies have struggled to define "green" qualities, and there is a lack of agreement among researchers, managers, and customers (Testa et al., 2024).

Serving organic food or drinks was one of the numerous green restaurant practices; however, total green

practices were not commonly adopted among Malaysian restaurants (Tan et al., 2019). A bunch of green cafes can be found in Klang Valley, and Klang Valley is known as an urban area with a large population (Subramaniam et al., 2020). One of the purposes of most green practices found in urban areas is to improve green space networks on limited space in compact cities, expand existing green space, and make up the lost green space while allowing new improvement spaces (Hansen et al., 2019).

Theory of Planned Behavior: This study employs the TPB, developed by Icek Ajzen in 1991, to predict human behavior and behavioral intentions. The TPB is influenced by attitudes towards the behavior, subjective norms, and perceived behavioral control, collectively shaping an individual's behavioral intentions (Asare, 2015). This is a widely recognized framework for understanding and predicting human behavior, particularly in the context of decision-making processes. It posits that behavioral intentions are influenced by three key factors: attitude, subjective norm, and perceived behavioral control. However, to address the unique characteristics of green restaurants and the emerging trends in sustainable dining, the TPB framework has been modified for this study by incorporating price as a determinant alongside subjective norms and attitudes. The inclusion of price as a variable recognizes its critical role in consumer decision-making, especially in the context of green restaurants where products and services may be priced at a premium due to their sustainable practices. Price sensitivity can significantly influence consumer behavior and, in turn, their repurchase intentions. For instance, Lin et al. (2022) found that price sensitivity directly affects consumers' repurchase intentions in the context of sustainable products. By integrating price into the TPB model, this study provides a more comprehensive understanding of the economic considerations impacting sustainable dining choices.

Green Repurchase Intention: Purchase intention can be influenced by a lot of reasons, but surely, most of the reasons would be beneficial for the individual in many ways. Consumption behavior literature defines green products as products that include fewer natural resources, reducing the negative consequences of the environment and preventing waste (Policarpo & Aguiar, 2020). The consumer's first impression of the green restaurant should be positive. Xu et al. (2020) discovered that experience has a strong positive relationship with repurchasing authentic green products. The previous two studies also have agreed that experience is strongly linked with behavioral intention that would lead a person to undergo the same experience over again, a behavior that has affected behavioral intention (Cai et al., 2019) as cited in Cheng et al. (2005) and Fazio et al. (1978). Xu et al. (2020) demonstrate in their writing that consumer behavior of having the intention to repurchase or revisit green restaurants or green products can be predicted if we can give a positive impression to them. However, awareness of the benefits of patronage of green restaurants contributes to repurchases or revisits.

Sustainable Attitude: The TPB provides a robust framework for understanding consumer attitudes and their subsequent intentions to repurchase from green restaurants. Shishan et al. (2021) highlight that positive attitudes toward green restaurants are pivotal in shaping dining intentions among British consumers, emphasizing that attitude is one of the key determinants in the decision-making process for dining at environmentally sustainable establishments. Similarly, Lee's study on the elderly population reveals that favorable attitudes toward green restaurants enhance perceived value and directly influence repurchase intentions, underscoring the importance of consumer attitudes in sustainable dining (Lee, 2024). Moreover, the role of perceived value in conjunction with consumer attitudes cannot be overlooked. Lu and Christina argue that dining experiences, particularly in organic settings, are not merely transactional but are influenced by the perceived value of the experience itself, which is shaped by contextual factors (Lu & Christina, 2018). This notion is echoed in the findings of Franzidis et al. (2023), who assert that students' attitudes toward sustainable dining initiatives are significantly influenced by their perceptions of value, further linking these perceptions to their behavioral intentions. The interplay between attitude and perceived value suggests that enhancing consumer perceptions of value in green restaurants could increase repurchase intentions.

Price: The relationship between price and repurchase intention in green restaurants is a critical aspect of consumer behavior, particularly within the framework of the TPB. Research indicates that price perceptions significantly influence consumers' intentions to return to green restaurants. For instance, Tan et al. (2022) highlight that the perceived value of green marketing components, including price, is vital in shaping consumers' attitudes toward dining in sustainable establishments, affecting their repurchase intentions. Similarly, studies by Doeim et al. (2022) emphasize that service value strategies, which encompass pricing, are

essential for developing repurchase intentions among customers in the fast-food sector, suggesting that green restaurants must adopt similar approaches to enhance customer loyalty. Moreover, the concept of price fairness is particularly relevant in the context of green dining. Research by Riva et al. (2022) indicates that consumers' perceptions of price fairness directly impact their satisfaction and, consequently, their intention to revisit restaurants that implement sustainable practices. This aligns with findings from Mahmoud (2024), who asserts that a well-structured green marketing mix, including competitive pricing, is crucial for fostering repurchase intentions among environmentally conscious consumers. Therefore, it is evident that pricing strategies, when aligned with consumer perceptions of sustainability and value, can significantly enhance repurchase intentions in green restaurants. Besides that, modifying the TPB to include price as a determinant enhances the model's applicability to the green restaurant industry. This approach provides a nuanced understanding of how economic, social, and personal factors interact to influence adults' repurchase intentions in Klang Valley, offering valuable insights for stakeholders in sustainable dining.

Subjective Norm: Subjective norms, as defined by the TPB, play a crucial role in shaping consumers' repurchase intentions in green restaurants. Research indicates that subjective norms—essentially the perceived social pressure to engage in a behavior significantly impact consumers' intentions to return to environmentally sustainable dining establishments. For instance, Al-Swidi et al. (2014) found that subjective norms directly and significantly affect buying intentions, reinforcing the idea that social influences can shape consumer behavior in the context of organic food consumption, which parallels the dynamics in green restaurant settings. Similarly, Wang's (2023) study highlights that subjective norms positively regulate the relationship between perceived social value and green food repurchase intentions, suggesting that social influences can enhance consumers' commitment to sustainable dining practices.

Furthermore, Wongsachia et al. (2022) demonstrate that subjective norms significantly influence purchase intentions for green food, indicating that consumers are more likely to return to green restaurants when they perceive that their social circles support such choices. This is echoed in the findings of Riva et al. (2022), which emphasize that environmentally conscious consumers often feel pressured by their peers to choose eco-friendly dining options, thus linking subjective norms to their revisit intentions (Riva et al., 2022). Overall, the evidence suggests that fostering a supportive social environment around sustainable dining can enhance repurchase intentions, making subjective norms a vital consideration for green restaurant marketing strategies.

3. Methodology

This study employed a non-contrived and explanatory research design, utilizing convenience sampling to achieve its objectives. This study focuses on correlation analysis to provide an understanding of the relationships among the variables that address the problem statement. A cross-sectional design was adopted to capture data at a specific point in time and examine the association between factors influencing green restaurant repurchase intentions.

The sample consisted of individuals who had experience dining at green restaurants in the Klang Valley. To ensure the inclusion of green restaurants that align with sustainable practices, the criteria for selection included the use of organic ingredients, recyclable or biodegradable materials, and eco-friendly settings or decorations. These initiatives include using sustainable packaging, energy efficiency measures, sustainable sourcing, and waste reduction strategies. Additionally, respondents were provided with a clear definition of a green restaurant within the survey instrument to ensure consistent understanding. The questionnaire explicitly explained that green restaurants implement practices to reduce environmental impact and promote sustainability. The green restaurants included in this study from Klang Valley are RGB Café, Ashley's by LivingFood, The Hive Bulk Foods, Sala KL, and Fittie Sense. Additionally, McDonald's is included due to its recent efforts to embrace more environmentally friendly practices. The study population was restricted to Malaysians residing in the Klang Valley, which includes Kuala Lumpur, Putrajaya, and key cities in Selangor such as Petaling Jaya, Shah Alam, Klang, Gombak, Hulu Langat, and Sepang. The population size of the Klang Valley was approximately 8,420,000 as of 2022. Following Krejcie and Morgan's table, the required sample size for this population was 384. This study achieved a total of 390 valid responses, exceeding the minimum sample size requirement. The sample size was calculated based on 13 survey items, ensuring statistical adequacy for

the analysis.

Primary data were collected using a structured questionnaire based on the variables identified at the beginning of the study. The data collection method employed was quantitative, allowing numerical data analysis to understand relationships and trends. The questionnaire was distributed online using platforms such as Google Forms and shared via WhatsApp, Telegram, Facebook, and Instagram to maximize reach and participation. Purposive sampling was adopted for this study, and a filter question was included to ensure respondents met the criteria: being residents of the Klang Valley and having experience dining at green restaurants. Respondents who answered “no” to either criterion were excluded from the survey. The survey questions were adapted from validated sources, as detailed in Table 1 and measured variables using Likert scales and importance ratings. The instrument was designed to be simple and clear, incorporating Bahasa Malaysia and English to minimize misunderstandings. Before the main survey, a pilot test was conducted to assess the reliability of the questionnaire. Cronbach’s alpha values confirmed the internal consistency of the items, ensuring their reliability for further analysis. The collected data were processed and analyzed using the Statistical Package for Social Science (SPSS) version 27. Reliability analysis using Cronbach’s alpha was performed to verify the consistency of the measurement items. Descriptive statistics were generated to summarize demographic data and responses. Multiple regression analysis was employed to test the relationships among the variables in the study’s framework.

Initially, the TPB was utilized to frame the study. However, the omission of the perceived behavioral control variable was noted. Future iterations of this research should incorporate this variable or consider alternative frameworks that align with the study objectives. The final framework included variables demonstrating their interrelatedness in influencing green repurchase intentions. Ethical approval was obtained before data collection, and respondents provided informed consent. Participation was voluntary, and anonymity was maintained throughout the research process. The study’s methodology adhered to ethical standards to ensure the integrity and credibility of the findings.

Table 1: Measurement items for study variables.

Variables	Measurement items	Alpha	Sources
Sustainable Attitude	Engage in recycling practices to recycle glass, metal, plastic, cardboard, mixed paper, and other recyclable items. Serve sustainable food products such as organic or locally grown foods. Prevent pollution through reduction at source, reuse or improving operational practices. Use recycled, tree-free, biodegradable, and organic products for dishware, spoons, chopsticks, containers, etc.	0.780	Chen et al. (2014)
Price	I am willing to pay more for dining in a green restaurant. If the price of dining in a green restaurant is less expensive, I'm willing to change my lifestyle by patronizing green restaurants. I would choose green restaurants if the prices were similar.	0.602	Suki (2013)
Subjective Norm	Most people who are important to me would want me to select a green restaurant for a meal. People whose opinions I valued would prefer that I select a green restaurant for a meal. My friend’s positive opinion on green restaurant influences me to select it for a meal.	0.809	Paul et al. (2016)

4. Findings and Results

The researcher has utilized four weeks for the whole data collection process. A total of 390 responses have been received for the present study. Of the number of responses, 125 are male, and the rest are 265. The frequency age group of the respondents was 18-29 years old, with 86.7%. Among the respondents, 77.4% are single, and the other 22.6% are married. For the income level, 41.3% of them were less than RM1000, 23.8% were RM1,000-RM1,999, 18.2% were over RM2,000 until RM2,999, 11.3% were between RM3,000 and

RM3,999, 3.6% was over RM5,000 and above, and the minor with 1.8% which is RM4,000 until RM4,999. A total of 285 respondents informed that the frequency of them to dine out was 1-2 days a week, 74 respondents dine out 3-4 days per week, 16 respondents dine out 5-6 days per week, and only 15 respondents dine out frequently.

Table 2: Demographic Characteristics

Demographic characteristics		Frequency	Percentage of sample
Gender	Male	125	32.1%
	Female	265	67.9%
Age	18-29 years old	338	86.7%
	30-39 years old	39	10%
	40 and above	13	3.3%
Marital status	Single	302	77.4%
	Married	88	22.6%
	Divorced	-	-
Income level	RM1,000-RM 1,999	93	23.8%
	RM 2,000-RM 2,999	71	18.2%
	RM 3,000-RM 3,999	44	11.3%
	RM 4,000-RM 4,999	7	1.8%
	RM 5,000 and above	14	3.6%
	Less than RM1000	161	41.3%
Frequency of purchase at the Green Restaurant per week	One or two days a week	285	73.1%
	Three days a week	74	19%
	Five to six days a week	16	4.1%
	Frequent	15	3.8%

Normality analysis

Based on the normality analysis presented in Table 3, the skewness and kurtosis values for all variables fall within acceptable ranges for normal distribution. A dataset is generally considered approximately normal if skewness values lie between -1 and +1 and kurtosis values lie between -2 and +2 (George & Mallery, 2019).

Table 3: Summary Normality Analysis

Variables	Skewness	Kurtosis
Green Repurchase Intention Sustainable	-0.797	0.536
Attitude	-1.102	0.839
Price	-0.919	1.345
Subjective Norm	-0.796	0.257

Multiple Regression Analysis

To test the study's hypothesis, the researcher used standard multiple regression. Additionally, it is carried out to test the relationship between the variables in the research framework. The variables that significantly impact green repurchase intention were those with a significant value of 0.05, according to the analysis. The results of the multiple regression are summarized in the table below. The skewness and kurtosis values suggest that the data is approximately normal for most variables, making it suitable for parametric statistical analyses. While the variable "Attitude" shows slightly higher skewness, it is still within acceptable limits for most practical purposes. This supports the use of statistical methods such as multiple regression or correlation analysis, as the assumption of normality is reasonably met.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 ^a	.382	.377	.63724

- a. Predictors: (Constant), Section F, Section D, Section E
 b. Dependent Variable

Table 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.830	3	32.277	79.485	<.001 ^b
	Residual	156.744	386	.406		
	Total	253.574	389			

- a. Dependent Variable: Section C
 b. Predictors: (Constant)

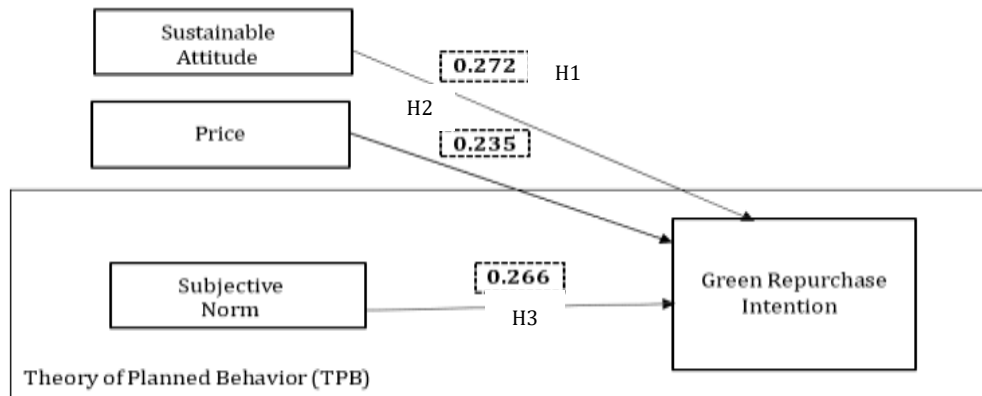
Table 6: The Effect of Factors of Sustainable Attitude, Price, and Subjective Norm on Green Repurchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.658	.222		2.961	.003
	Sustainable Attitude Factor	.275	.064	.272	5.960	<.001
	Price Factor	.261	.058	.235	4.543	<.001
	Subjective Norm Factor	.274	.050	.266	5.478	<.001

- a. Dependent Variable

Based on Table 4, the R Square (R^2) value indicates how much of the variance in the dependent variable was explained to the researcher. From the result in Table 4, the R^2 value is .382. The value clarified that a 38.2% variation in all three independent variables, which are sustainable attitude, price and subjective norm, has a significant relationship with green repurchase intention.

Figure 1: Standardized Beta Scores by Significant Variables



Multiple regression was utilized to examine the direct study link (see Figure 1 & Table 6). The summarized results in Table 6 indicate that a sustainable attitude significantly influences repurchase intention ($\beta = 0.272$; $P = 0.001$). When the sustainable attitude improved by one standard deviation, the individual's repurchase intention rose by 0.233, supporting H1. Simultaneously, a price increase of one standard deviation resulted in

a 0.235 increase in felt social pressure ($\beta = 0.235$; $P = 0.001$), corroborating H2. The subjective norm was shown to be statistically significant about the individual's repurchase intention, hence supporting H3. When the subjective norm increased by one standard deviation, the intention to repurchase rose ($\beta = 0.266$; $P = 0.001$).

Table 7: Hypothesis Testing

Items	Relationship tested	Beta score	Std. error	P
H1	Sustainable attitude \Rightarrow repurchase intention	0.272	0.064	0.001
H2	Price \Rightarrow repurchase intention	0.235	0.058	0.001
H3	Subjective norms \Rightarrow repurchase intention	0.266	0.50	0.001

The result retrieved from multiple regression analysis indicates that all TPB variables have a significant relationship towards the repurchase intention at a green restaurant, where all the variables received 0.001 as their p-value. The first objective of this research is to identify the relationship between sustainable attitude and the repurchase intention towards green restaurants. According to the result of multiple regression tests, a sustainable attitude earned 0.272. Even though the beta score is a bit lower, this research objective is still significantly accepted. The beta score represents that 27.2% of the respondents agreed on this dependent variable. However, the discrepancy would happen because 27.2% of the respondents agreed that a sustainable attitude would lead people to their repurchase intention towards green restaurants, and the other 72.8% disagreed with that concept.

The second research objective examines the relationship between price and the repurchase intention towards green restaurants. After the data was tested on multiple regression for the relationship of price with repurchase intention towards green restaurants, the result was 0.235. The research objective is still accepted even though the beta score is a bit low. One study agrees with the result where they stated money is not a concern if consumers voluntarily engage in pro-environment actions or purchase green products (Chia et al., 2018). So, it is proven here that Klang Valley residents do not care much about the price since the location is in an elite region of Malaysia. However, it is acceptable if 23.5% of respondents said that price concerns them because, in the elite region, there would still be non-elite residents living in Klang Valley.

The last research objective examines the relationship between subjective norms and repurchase intention toward green restaurants. The beta score on multiple regression indicates 0.266 or 26.6%. According to the result, it can be predicted with a low probability that residents in Klang Valley disagree that the subjective norm would encourage them to repurchase at green restaurants. After all, the relationship between the subjective norm and repurchase intention is still significant. It is comprehensible if the subjective norm does not work much because it is difficult for some people to move into a healthy lifestyle. They may get used to their normal norm. It requires a lot of effort and determination from that person. Therefore, it is reasonable for 73.4% of respondents to disagree with how the subjective norm works to create an intention to repurchase at the green restaurant.

Discussion

The results presented in Table 6 provide compelling evidence supporting the relationships posited in the TPB regarding sustainable attitudes, price perceptions, subjective norms, and their influence on repurchase intentions in green restaurants. Specifically, the significant positive relationship between sustainable attitude and repurchase intention ($\beta = 0.272$; $P = 0.001$) underscores the importance of fostering a positive consumer attitude towards sustainability in dining contexts. This finding aligns with recent research by Wang (2023), which indicates that consumers' subjective norms play a positive regulatory role in the relationship between perceived social value and green food repurchase intentions, reinforcing the idea that positive attitudes towards sustainability can enhance consumer behavior in green dining settings. Furthermore, the increase in repurchase intention by 0.233 with a one standard deviation improvement in sustainable attitude suggests that targeted marketing strategies promoting sustainability can effectively influence consumer behavior.

Additionally, the results indicate that price significantly affects felt social pressure ($\beta = 0.235$; $P = 0.001$), supporting the hypothesis that pricing strategies can shape consumers' perceptions of social norms related to

green dining. This is consistent with findings from Yasri et al. (2020), who highlight that price perception significantly influences repurchase intentions, indicating that consumers are sensitive to pricing in the context of sustainable dining. The significant relationship between subjective norms and repurchase intention ($\beta = 0.266$; $P = 0.001$) further emphasizes the role of social influences in consumer decision-making. Recent studies, such as those by Loh and Hassan (2021), have shown that subjective norms, particularly the approval of friends and family, are crucial determinants of repurchase intentions, suggesting that social influences can significantly enhance consumers' commitment to sustainable dining practices. Collectively, these findings suggest that green restaurants should focus on enhancing sustainable practices and consider the pricing strategies and social influences that can drive consumer repurchase intentions.

For the evaluation of Research Objectives and Questions, **Objective 1:** To identify the relationship between sustainable attitude and repurchase intention. The results strongly support the hypothesis that a sustainable attitude positively impacts repurchase intention ($\beta = 0.272$, $p < 0.001$). This finding confirms that individuals with pro-environmental attitudes are more inclined to revisit green restaurants. Despite a notable portion of respondents expressing indifference, the significance of sustainable attitudes underscores the necessity for green restaurant operators to foster awareness of sustainability benefits. **Objective 2:** To examine the relationship between price and repurchase intention. The study confirms that price significantly influences repurchase intentions ($\beta = 0.235$, $p < 0.001$), albeit to a lesser extent than sustainable attitude. The lower beta score suggests that while price is a consideration, it may not be a barrier for many Klang Valley residents, particularly those accustomed to higher living costs. This outcome highlights the importance of balancing affordability with sustainability to cater to diverse socioeconomic groups. Furthermore, **Objective 3:** To analyze the influence of subjective norms on repurchase intention. Subjective norms also exhibit a significant positive relationship with repurchase intention ($\beta = 0.266$, $p < 0.001$). However, the modest effect size indicates that while social influence matters, it may not be a decisive factor for consumers in Klang Valley. This suggests opportunities for green restaurants to leverage social campaigns or peer influence to further enhance their appeal.

The findings validate the applicability of the TPB framework in examining green consumer behavior within an urban Malaysian setting. Practically, the study emphasizes the importance of emphasizing sustainability in marketing strategies. Green restaurant operators should focus on enhancing customer awareness of the environmental impact of their choices, as attitudes remain the strongest driver of repurchase intentions. Moreover, strategies to improve affordability without compromising sustainability could attract a broader audience, while social campaigns targeting subjective norms can encourage greater community engagement. These insights are particularly valuable given the scarcity of research on green restaurants in Malaysia, addressing a critical gap in the literature.

This study provides novel insights into the determinants of green restaurant repurchase intentions in Klang Valley, contributing to the limited literature on sustainable dining in Malaysia. By integrating sustainable attitudes, price considerations, and subjective norms within the TPB framework, this research offers a holistic understanding of the factors influencing consumer loyalty. These findings advance academic knowledge and provide actionable recommendations for green restaurant operators and policymakers aiming to promote environmental sustainability.

5. Conclusion and Recommendations

This study's findings reinforce TPB's relevance in understanding consumer behavior in green restaurants. The significant relationships identified between sustainable attitudes, subjective norms, and repurchase intentions highlight the multifaceted nature of consumer decision-making in the context of sustainable dining. Specifically, a positive, sustainable attitude was shown to enhance repurchase intentions, while subjective norms exerted a significant influence on consumers' willingness to return to green restaurants. These results align with existing literature, emphasizing the importance of social influences and personal attitudes in shaping consumer behavior toward sustainable practices (Shishan et al., 2021; Lee, 2024). Moreover, the interplay between price perceptions and social pressures further complicates the decision-making process, indicating that consumers are not only motivated by personal beliefs but also by the expectations of their social circles. This suggests that green restaurants must consider internal and external factors when developing marketing strategies to

increase customer loyalty and repurchase intentions.

Based on the findings, several recommendations can be made for green restaurants aiming to enhance repurchase intentions among consumers: 1) Enhance Sustainable Practices: Green restaurants should continue to improve and promote their sustainable practices. Marketing efforts should focus on educating consumers about the environmental benefits of their dining choices, thereby fostering positive attitudes towards sustainability (Wang, 2023; Lee, 2024). 2) Leverage Social Influence: Restaurants can utilize social media and community engagement to create a supportive environment that encourages sustainable dining. By showcasing customer testimonials and encouraging word-of-mouth promotion, restaurants can enhance the perceived social norms surrounding green dining (Shishan et al., 2021; Wongsachia et al., 2022). 3) Implement Competitive Pricing Strategies: To mitigate the potential negative impact of price on repurchase intentions, green restaurants should consider competitive pricing strategies that reflect the perceived value of their sustainable offerings. This could include loyalty programs or discounts for repeat customers, enhancing the overall dining experience and encouraging return visits (Damit et al., 2019). 4) Foster Community Engagement: Engaging with local communities through events or partnerships can strengthen the social ties influencing consumer behavior. By positioning themselves as community-oriented establishments, green restaurants can enhance their appeal and encourage repeat patronage (Lee, 2024; Zahra, 2020). Lastly, 5) Monitor and Adapt to Consumer Feedback: Continuous consumer satisfaction and feedback assessment is vital. Restaurants should implement mechanisms to gather customer insights regarding their experiences, which can inform improvements in service quality and overall dining experience (Hidayat et al., 2020; Bedua-Taylor et al., 2022). By adopting these strategies, green restaurants can effectively enhance consumer attitudes and subjective norms, ultimately leading to increased repurchase intentions and fostering a loyal customer base committed to sustainable dining practices.

Besides these strategies, local authorities and policymakers also play a pivotal role in supporting the growth of green restaurants. By implementing regulations that incentivize sustainable practices, such as tax benefits for green-certified establishments or subsidies for eco-friendly materials, they can create a conducive environment for sustainable dining to thrive. Community initiatives, such as public awareness campaigns and collaborations with green businesses, can also normalize and embed eco-friendly practices in everyday life. Furthermore, the media is vital in amplifying the sustainability narrative, showcasing the environmental and health benefits of green dining through compelling storytelling and widespread coverage.

From an academic perspective, this study contributes significantly to the limited literature on green restaurants in Malaysia. The use of the modified TPB offers a robust framework for understanding consumer behavior, providing a theoretical foundation for future research. However, the study's focus on Klang Valley limits the generalizability of its findings to the broader Malaysian population. Future research should expand to include diverse regions and explore additional variables, such as environmental awareness, perceived quality, and cultural influences, to provide a more comprehensive understanding of consumer behavior. Comparative studies across different demographics and regions could also offer valuable insights into how green practices can be tailored to meet the needs of varied consumer segments.

This study acknowledges several limitations that provide avenues for future research. First, it focused solely on Klang Valley, potentially limiting the generalizability of the findings to other regions in Malaysia. Expanding the study to a nationwide sample would enhance the robustness of the results. Second, the research examined only three variables: sustainable attitudes, price, and subjective norms. Incorporating additional factors, such as environmental awareness, perceived quality of green products, and marketing effectiveness, could provide a more nuanced understanding of consumer repurchase intentions.

Finally, while green practices are gaining momentum, they remain underexplored in the Malaysian context. Future studies could investigate long-term consumer behavior changes and assess the financial and operational impacts of green practices on restaurant profitability. Such research would contribute to the academic literature and guide businesses in navigating the transition to sustainable operations effectively. This study emphasizes the untapped potential of green restaurants in Malaysia. By addressing barriers, leveraging consumer education, and fostering a culture of sustainability, green restaurants can position themselves as pioneers in the eco-friendly dining sector. It is hoped that these findings inspire restaurant operators,

policymakers, and researchers to collaborate toward a sustainable future where dining choices benefit individuals and the environment.

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