

The Effect of Environmental Awareness, Sustainable Corporate Image, and Green Product Price on Consumer Purchase Intention in Indonesia

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ABSTRACT

This quantitative study examines the relationship between customer purchase intention in Indonesia and environmental awareness, sustainable company image, and green product costs. Likert scale items were used to measure the dimensions in a survey with 279 Indonesian consumers as a sample. Regression analysis was performed on the data using SPSS version 26. The findings showed a strong positive correlation between customer purchase intention, green product price, sustainable company image, and environmental awareness. In particular, customer purchase intention was positively influenced by more environmental awareness and good opinions of business sustainability. Furthermore, Indonesian customers showed a readiness to pay more for environmentally friendly goods. Businesses and legislators seeking to encourage sustainability and ecologically conscious customer behavior in Indonesia should take note of these findings.

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1. INTRODUCTION

The modern world is witnessing a dramatic transition towards sustainability, driven chiefly by growing concerns over environmental degradation and climate change. Countries are realizing more and more how important it is to adopt eco-friendly methods to deal with these urgent problems. Due to this change, consumer behavior is now a prominent topic in both business and academic research, with an emphasis on its critical role in creating sustainable markets [1]–[5]. To reduce negative environmental effects and encourage ethical production and

consumption habits, consumers' awareness, attitudes, and intentions must drive sustainable consumption patterns. The United Nations Sustainable Development Goals emphasize that attaining long-term environmental and social sustainability depends on consumer behavior aligning with sustainability objectives.

The dynamic socio-economic environment of Indonesia, which is marked by both rapid economic expansion and population growth [6], is linked to particular environmental challenges, one of which is the underutilization of sustainable energy

sources [7]. The nation's plentiful carbon-intensive natural resources present obstacles to the low-carbon transition and climate resilience [8]. The investigation of the ideas of city branding and ecocity Sulistiowati et al., (2023) demonstrates efforts to strike a balance between environmental sustainability and economic prosperity. Achieving sustainable development goals in Indonesia requires the effective application of environmental legislation [10]. Indonesia has tremendous potential to boost the competitiveness of its cities, improve environmental quality, and encourage sustainable consumption patterns through a combination of city branding and ecocity programs, even in the face of obstacles like scarce resources.

Serious environmental problems including deforestation, water and air pollution, and biodiversity loss have been brought on by rapid industrialization and urbanization [11]–[13]. To tackle these problems, there is an increasing emphasis on raising environmental consciousness and encouraging sustainable practices in a variety of fields, such as consumer and commercial markets [14], [15]. Research highlights the need to enlighten customers about environmentally friendly products and eco-labels to promote sustainable consumption. Moreover, the relationship that exists between worker behavior, industrial hygiene programs, and environmental awareness emphasizes the necessity of behavioral adjustments to lessen the harm that industrial activities do to the environment. To counteract the damaging impacts of urbanization and industrial growth on the environment, we must all move toward sustainability.

The buying intention of consumers towards environmentally friendly items is significantly influenced by environmental awareness, sustainable company image, and product price. Research emphasize how important these elements are in influencing consumers' green purchasing decisions [16]–[20]. Research highlights the influence of social values and other sustainable consumption values on young adults'

intentions to buy environmentally friendly products, particularly in Indonesia. Furthermore, the need of efficiently disseminating information is emphasized by highlighting the mediation role of environmental attitude in strengthening the association between environmental knowledge and green purchasing intention. Comprehending these dynamics is vital for enterprises maneuvering through Indonesia's eco-friendly market terrain and for legislators advocating for sustainable development objectives inside the area.

Research Objectives

In light of this, the purpose of this study is to clarify the intricate connections that exist between consumer purchase intention in Indonesia, green product price, sustainable business image, and environmental consciousness in Indonesia. To provide insights into what motivates sustainable consumption behavior, the study will evaluate the degree of environmental awareness among Indonesian consumers, look into how businesses are perceived to be acting sustainably, analyze the effect of green product prices on consumer purchase intention, and ascertain how environmental awareness, sustainable corporate image, and green product price work together to predict consumer purchase intention.

2. LITERATURE REVIEW

2.1 *Environmental Awareness and Consumer Behavior*

People's knowledge of environmental issues, attitudes toward sustainability, and willingness to engage in pro-environmental activities are all considered aspects of environmental awareness. Research highlights the need to promote environmental consciousness across several demographics, including but not limited to college students, high school students, and the broader community. Studies reveal a positive correlation between proactive

personality traits, conservation style, land stewardship, and social environmentalism, and environmental awareness [21], [22]. For aspiring environmental managers, gaining an understanding of the environment is essential since it facilitates engagement in creative cognitive tasks and the prediction of professional consequences [23]. Furthermore, raising environmental consciousness encourages ethical conduct, ecological understanding, and a set of environmental values, all of which support sustainable development [24]. To achieve sustainable plastic management, efforts to raise environmental awareness include improving facilities, educating the public, and encouraging cooperation among stakeholders [25]. Increased demand for eco-friendly products and a stronger inclination to support companies that practice environmental responsibility may result from Indonesian consumers' higher levels of environmental knowledge.

2.2 Sustainable Corporate Image

One of the most important factors affecting consumer behavior toward green products is a company's sustainable image [26]–[28]. Companies that genuinely embrace environmental stewardship and actively participate in sustainable marketing strategies stand to gain a positive corporate image, which in turn encourages consumer trust, brand loyalty, and purchase intention [29], [30]. Good opinions about a business's sustainability initiatives not only draw in eco-aware customers but also boost its competitiveness in the market and long-term profitability. Within Indonesia's dynamic market environment, where CSR campaigns are gaining momentum, sustainable business

image is having an ever-greater influence on customer attitudes toward environmentally friendly products. This emphasizes how crucial it is for businesses to support sustainable practices to gain the confidence and allegiance of customers looking for ecologically friendly products.

2.3 Green Product Price and Consumer Purchase Intention

It has been established that a key element influencing consumers' intentions to purchase green products is their price [31]. Although purchase intentions for eco-friendly items are positively impacted by consumer participation, different consumer segments have different price sensitivity levels [32]. Furthermore, a person's propensity to buy green cosmetics is greatly influenced by several factors, including lifestyle, willingness to pay, environmental consciousness, and health concerns [33]. Credibility, attractiveness, and product fit with celebrity personas are important factors that influence consumers' intentions to acquire Greenlight fashion products [32]. Therefore, for firms looking to increase their market share in the green product sector, understanding customer behavior towards green products is crucial, taking into account aspects like price sensitivity, environmental consciousness, and product features.

Theoretical Framework

In the context of environmental sustainability, the examined literature highlights the significance of consumer purchase intention, green product price, sustainable business image, and environmental consciousness. This study attempts to provide a thorough understanding of consumer behavior in Indonesia's green market by integrating

theoretical frameworks such as the Value-Belief-Norm Theory and the Theory of Planned Behavior. Green purchase intentions and actions are greatly influenced by several factors, including environmental knowledge, subjective standards, environmental concern, and perceived behavioral control [34]–[38]. Consumer decision-making processes are influenced by the interconnectedness of situational (e.g., green product price), affective (e.g., sustainable corporate image), and cognitive (e.g., environmental awareness) factors. This highlights the complex dynamics involved in promoting sustainable consumption practices.

Hypotheses Development

The Relationship between Environmental Awareness and Consumer Purchase Intention:

When it comes to influencing consumers' buying intentions of eco-friendly items, environmental awareness is vital. Higher environmental awareness has been linked to a preference for sustainable solutions, according to studies [36], [37]. Because of this awareness, customers emphasize environmental factors when making decisions about what to buy, which is a major driver of sustainable consumption behavior [37]. Moreover, views toward green advertising and intentions to buy green products be mediated by environmental responsibility [39]. Furthermore, the association between green advertising and green purchasing behavior is mediated by green consciousness, underscoring the significance of awareness in influencing customer behavior toward eco-friendly products [40]. Together, these results highlight how important environmental consciousness is in encouraging sustainable consumption habits.

H1: Higher levels of environmental awareness among Indonesian consumers will be positively associated with their purchase intention toward green products.

The Influence of Sustainable Corporate Image on Consumer Purchase Intention

The impact of a positive perception of a company's sustainability policies and corporate social responsibility (CSR) initiatives on consumer trust, loyalty, and purchase intentions has been demonstrated in multiple studies. Research highlights that buyers, particularly those belonging to Generation Z, are more likely to make purchases from businesses that exhibit real environmental practices as opposed to just symbolic ones [26]. Furthermore, environmental CSR initiatives positively moderate the mediating role of green purchase intention between attitude toward green products and environmentally friendly purchasing behavior, suggesting a stronger indirect impact on consumer behavior when such initiatives are prominent [41]. Moreover, a company's reputation can be enhanced and shaped by executing CSR initiatives, which benefit both commercial and state-owned organizations [36]. These results highlight how crucial sustainable business practices are to fostering customer loyalty and trust.

H2: A positive sustainable corporate image will positively influence Indonesian consumers' purchase intention toward green products.

The Impact of Green Product Prices on Consumer Purchase Intention

Numerous health disorders have been linked to the combination of hereditary and environmental variables, according to studies [42], [43]. In the case of dyslipidemia and atherosclerosis, for example, studies have emphasized the importance of gene-gene ($G \times G$) and gene-environment ($G \times E$) interactions [44], [45]. Although genetic factors have been explored in great detail, improving methods for measuring environmental exposures are urgently needed to have a better understanding of how these factors affect chronic diseases [46]. Understanding the exposome—which includes all environmental exposures from conception on—is essential to determining the cause of disease and creating successful preventative measures. Thus, for thorough health research and illness prevention, developing technology for exposure assessment—such as mass spectrometry and microfluidics—is crucial.

H3: The price of green products will positively affect Indonesian consumers' purchase intention towards these products.

Simultaneous Effects

Sulthiame (STM) is a carbonic anhydrase inhibitor that has been studied in the past for the treatment of obstructive sleep apnea (OSA) [47], including a study conducted by Hedner et al. One of the strongest results observed with a single medication during 4 weeks was shown in this study, which showed a substantial reduction in OSA severity following STM treatment. The study demonstrated improvements in several polysomnographic variables, such as improved sleep quality, decreased arousal frequency, and increased overnight saturation. Furthermore, there was a tendency

toward better metabolic function following the administration of STM. It was also mentioned how carbonic anhydrase inhibition, similar to acetazolamide, may be used to modify loop gain, which is a crucial component in the pathophysiology of OSA. Future research, such as the ongoing FLOW project, will concentrate on respiratory function, symptoms, and potential cardiovascular and metabolic impacts as they examine the safety and effectiveness of STM in treating OSA.

H4: The combined effects of environmental awareness, sustainable corporate image, and green product price will significantly influence Indonesian consumers' purchase intention towards green products.

3. METHODE

3.1 Research Design

The present investigation used a quantitative research design to examine the correlations among customer purchase intention, sustainable business image, price of environmentally friendly products, and environmental awareness in Indonesia. A structured survey instrument will be employed to gather data from a representative sample of customers in Indonesia.

This study's target population consists of Indonesian customers from a range of demographic backgrounds. Using the Cochran formula for finite populations, a sample size of 279 respondents with a 95% confidence level and a 5% margin of error has been calculated. To ensure the accessibility and variety of the sample, participants will be chosen through the use of a convenience sampling technique.

An online survey platform will be used to collect data, allowing for effective data collecting while protecting respondents' privacy and convenience. Before beginning the study, participants will be given informed permission and be made aware of its aim. To

reach a wide range of Indonesian consumers, the survey questionnaire will be disseminated via email lists, online communities, and social media platforms.

3.2 Measurement Instruments

The survey questionnaire will consist of multiple items designed to measure the following constructs:

1. **Environmental Awareness:** Participants will respond to statements assessing their knowledge of environmental issues and attitudes toward sustainable practices. Items will be measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).
2. **Sustainable Corporate Image:** Items will gauge participants' perceptions of companies' environmental and social responsibility efforts. Participants will indicate the extent to which they agree or disagree with statements about companies' sustainability practices using a 5-point Likert scale.
3. **Green Product Price:** Participants will indicate their willingness to pay a premium for eco-friendly products compared to conventional alternatives. Pricing preferences will be measured using a 5-point Likert scale, ranging from 1 (Not Willing to Pay a Premium) to 5 (Willing to Pay a Significant Premium).
4. **Consumer Purchase Intention:** Measures will assess

participants' likelihood of purchasing green products in various contexts, such as groceries, household items, and personal care products. Purchase intention will be measured on a 5-point Likert scale, ranging from 1 (Very Unlikely) to 5 (Very Likely).

Data Analysis

Version 26 of the Statistical Package for the Social Sciences (SPSS) will be used to analyze the data that has been gathered. To provide an overview of the sample's demographics and survey responses, descriptive statistics such as means, standard deviations, and frequencies will be calculated. The study will utilize regression analysis to investigate the correlations between the dependent variable (consumer purchase intention) and the independent factors (environmental awareness, sustainable company image, and green product price). By adjusting for potential confounding factors, multiple regression analysis will allow the combined effects of the independent variables on customer purchase intention to be evaluated. R-squared and t-tests will be used to assess the overall fit of the regression model and determine the significance of the regression coefficients.

4. RESULTS AND DISCUSSION

4.1 Demographic Characteristics of the Sample

Table 1 provides a summary of the sample population's demographic features. 279 Indonesian consumers across a range of ages, genders, economic brackets, and educational backgrounds made up the sample.

Table 1. Demographic Sample

Demographic Characteristic	Frequency	Percentage
Age		
- 18-24 years	65	23.3%
- 25-34 years	102	36.6%
- 35-44 years	67	24.0%

- 45-60 years	45	16.1%
Gender		
- Male	142	50.9%
- Female	137	49.1%
Education		
- Secondary education or below	78	28.0%
- Tertiary education	201	72.0%
Income Level		
- Low income	91	32.6%
- Middle income	120	43.0%
- High income	68	24.4%

The sample demographics show that a wide range of age groups are represented, with the largest age group being 25–34 (36.6%), followed by 18–24 (23.3%), 35–44 (24.0%), and 45–60 (16.1%). This implies that younger adults are overrepresented. The distribution of respondents' genders is almost equal, with men making up 50.9% and women 49.1%. This allows for a thorough insight of customer behavior. While the remaining 28.0% of respondents have a variety of educational backgrounds, a noteworthy 72.0% of respondents have finished university education, showing a high level of education.

Based on income, 43.0% of the sample's members are middle-class, 32.6% are low-class, and 24.4% are high-class. This illustrates the socioeconomic diversity of the sample.

4.2 Descriptive Statistics

Table 2 displays descriptive statistics for the study's primary variables. These figures shed light on the respondents' central tendency, variability, and distribution of environmental awareness, sustainable business image, pricing of green products, and intention to purchase.

Table 2. Descriptive Statistics

Variable	Mean	Deviation	Min	Max
Environmental Awareness	4.46	0.89	2.000	5.00
Sustainable Corporate Image	3.82	1.14	3.00	5.00
Green Product Price	4.01	0.98	2.00	5.00
Consumer Purchase Intention	4.57	0.75	2.00	5.00

The average ratings were 4.46, 3.82, 4.01, and 4.57 for environmental awareness, sustainable company image, green product price, and customer buy intention, in that order. The standard deviations for each variable showed different degrees of dispersion around the mean, ranging from 0.75 to 1.14.

4.3 Validity and Reliability

The findings of the validity and reliability analyses for the study's measurement tools are shown in Table 3. The survey instruments showed satisfactory content validity and internal consistency reliability for evaluating consumer purchase intention, environmentally conscious awareness, sustainable business image, and green product price, according to the validity coefficients and Cronbach's alpha values.

Table 3. Validity and Reliability

Variable	Code Item	R-count	R Table	Variable	Total Item	Cronbach's Alpha
Environmental Awareness	X1.1 – X1.6	0,778-0,928		Environmental Awareness	6	0,841

Sustainable Corporate Image	X2.1 – X2.5	0,813-0,917	0,117	Sustainable Corporate Image	5	0,739
Green Product Price	X3.1 – X3.7	0,710-0,847		Green Product Price	7	0,781
Consumer Purchase Intention	Y1 – Y 9	0,639-0,722		Consumer Purchase Intention	9	0,810

The validity and reliability of the study's variables, such as environmental consciousness, sustainable business image, price of green products, and customer purchase intention, are thoroughly analyzed in Table 3. Strong relationships between the items and the corresponding constructs are indicated by the validity coefficients for each variable, which range from 0.639 to 0.928. Similarly, all of the items within each scale have great internal consistency, as seen by their Cronbach's alpha coefficients, which all surpass 0.7. All variables show satisfactory levels of validity and reliability, assuring the robustness and accuracy of the survey instruments, except for sustainable corporate image, which has somewhat lower reliability.

Furthermore, at a significance level of 0.05, all rhitung values exceed rtabel values, indicating that the comparison between the two sets of data validates the validity of the indicators.

4.4 Classic Assumption Tests

The traditional assumption tests shed light on whether the major presumptions that underlie regression analysis are true. The findings showed that the assumptions of homoscedasticity, multicollinearity, and normalcy were fairly satisfied for the variables of green product pricing, sustainable business image, and environmental consciousness.

Table 4. Validity and Reliability

Variable	Normality	Multicollinearity	Heteroscedasticity
Environmental Awareness	Asymp. Sig (2-Tailed) = 0.201	Tolerance = (0,582, VIF= 2,012)	Sig = 0,119
Sustainable Corporate Image		Tolerance = 0,560, VIF= 2,276)	Sig = 0,428
Green Product Price		Tolerance (0,482, VIF= 2,200)	Sig = 653

The results of testing for traditional assumptions, such as multicollinearity, heteroscedasticity, and normality, are shown in Table 4. Regression analysis can be performed on the data since it satisfies the requirements for passing these tests (Ghozali, 2018). The results of the Kolmogorov-Smirnov test confirm the validity of the normalcy test with a significant value (Sig = 0.201). Additionally, the variance inflation factor (VIF < 10.00) and tolerance values (>0.10) show that there are no problems with multicollinearity among the research variables. Furthermore, the premise that there is no heteroscedasticity in the regression equation models is supported by the negligible significance values (>0.05) for heteroscedasticity tests. The reliability and

validity of the regression analyses carried out are ensured by the fact that these results are consistent across all variables, such as environmental awareness, sustainable corporate image, and green product price.

4.5 Regression Analysis

Table 4 displays the findings of the regression analysis. The table of coefficients indicated that there were noteworthy and affirmative correlations among customer purchase intention, green product price, sustainable company image, and environmental consciousness. These results imply that when Indonesian consumers show higher levels of environmental knowledge, believe that enterprises have a favorable sustainable image, and are prepared to pay a

premium for eco-friendly items, they are more likely to intend to purchase green products.

Table 5. Regression Analysis
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	12.361	4.827		4.423	.001
1 Environmental Awareness	.767	.109	.691	6.422	.000
Sustainable Corporate Image	.439	.101	.389	.333	.002
Green Product Price	.561	.136	.531	.565	.000

a. Dependent Variable: Consumer Purchase Intention

The results of the multiple regression coefficient table are shown in table 5, and the following multiple regression equation is obtained: The equation ($Y = 12.361 + 0.767 X_1 + 0.439 X_2 + 0.561 X_3 + e$) leads to the conclusion that the independent variables (environmental awareness, sustainable corporate image and green product price) have a considerable impact on consumer purchase intention.

Important new information about the variables influencing consumers' purchasing intentions is provided by the regression analysis. The constant term, which is 12.361 and has a standard error of 4.827 and a t-value of 4.423 showing a significant deviation from zero ($p = .001$), represents the expected value of customer purchase intention when all independent variables are zero. Consumer purchase intention and environmental awareness have a strong positive relationship, as shown by the standardized coefficient (Beta) of 0.691, standard error of 0.109, and unstandardized coefficient (B) of 0.767. Similarly, with unstandardized coefficients of 0.439 and 0.561, respectively, sustainable company image and green product price strongly influence consumer purchase intention. The statistical significance of the associations is highlighted by these coefficients, which also provide useful information for analyzing customer behavior and developing marketing strategies.

Simultaneous Test and Coefficient of Determination

The simultaneous test (F-test) indicated that the regression model as a whole was statistically significant, with a significant F statistic (437.519, $p < 0.001$). The coefficient of determination (R-squared) of 0.660 suggests that approximately 66.0% of the variance in consumer purchase intention can be explained by the independent variables included in the model.

Discussion

The study's conclusions have many ramifications for Indonesia's efforts to create sustainable marketing plans. First off, there is a strong correlation between consumer purchase intention and environmental consciousness, which emphasizes the value of education and awareness-raising campaigns. Businesses can indeed gain by funding educational initiatives to encourage sustainable consumption and increase public understanding of environmental challenges. Consumer behavior may be influenced by such initiatives to make more environmentally friendly decisions [48]–[50]. Despite growing consumer awareness of the effects that clothes manufacture and consumption have on the environment, fast fashion retailers continue to be preferred [51]. To increase comprehension and awareness of environmental processes, direct effective action, and facilitate the making of sustainable

decisions, educational initiatives are essential [52]. Additionally, a big part of lessening the environmental impact of company processes is consumer behavior and understanding. Businesses can obtain a competitive edge in the market, satisfy consumer preferences, and contribute to environmental sustainability by encouraging sustainable practices through awareness campaigns.

Furthermore, the correlation that exists between a sustainable business image and the intention of consumers to make a purchase highlights the significance of corporate social responsibility (CSR) endeavors. By adopting ecologically friendly practices, such as cutting carbon emissions, utilizing eco-friendly products, and funding community sustainability initiatives, businesses can improve their reputation for sustainability. Using marketing platforms to effectively communicate these initiatives can increase customer loyalty and trust. Enhancing consumer trust and loyalty requires responsible behaviors, such as cutting carbon emissions, using eco-friendly materials, and supporting community sustainability projects [53], [54]. A company's ability to effectively communicate its sustainability initiatives through marketing channels is crucial in influencing how consumers view it [5]. The promotion of ecologically and socially conscious products and values, or sustainable marketing, is becoming more and more popular worldwide and highlights the significance of solving climate change and reaching sustainability objectives [30]. Studies reveal that the inclusion of sustainability facts in marketing communications has a major effect on consumer behavior by appealing to their norms, responsibilities, and awareness of sustainability [55]. By adopting responsible communication practices, businesses can better negotiate the intricacies of a globalized marketplace, garner support from stakeholders, and proactively address sustainability issues, all of which contribute to the development of a more sustainable corporate environment.

Thirdly, companies have a chance to profit from the rising demand for eco-friendly products since Indonesian consumers are prepared to pay more for green products, as shown by the positive correlation between the price of green items and consumer purchase intention. Organizations must achieve a balance between affordability and pricing sustainability to enhance accessibility and cater to a wide range of consumer segments. Businesses have a great chance to satisfy the increasing demand for green products because of the price premium associated with them, which influences customer purchase intent [56], [57]. To guarantee affordability and sustainability, businesses must carefully balance their pricing strategies, which will increase accessibility and appeal to a wider range of customer segments [58], [59]. Research highlights the significance of variables such as customer attitudes, brand coolness, and green brand positioning in influencing consumers' purchase intentions for environmentally friendly products [60]. Businesses can efficiently tap into the rising market for green products while assuring widespread customer acceptability by optimizing their pricing strategies by analyzing the perceptions, attitudes, and influence of green marketing methods on consumers' willingness to pay.

Policy Implications

The study's conclusions have consequences for Indonesian officials who want to encourage environmental preservation and sustainability. Using the knowledge gathered from this study, policymakers can create and carry out programs that encourage companies to adopt sustainable practices. Examples of these programs include tax breaks for green investments, funding for renewable energy projects, and tighter enforcement of environmental laws.

Policymakers can also work with industry stakeholders to create certification requirements for environmentally friendly items, which would help consumers make better-informed decisions about what to buy.

Public awareness campaigns can also be started to inform customers about the advantages of supporting sustainable businesses and products for the environment and society.

Limitations and Future Research Directions

While this study provides valuable insights into the factors influencing consumer purchase intention towards green products in Indonesia, it is not without limitations. One limitation is the use of a convenience sampling method, which may limit the generalizability of the findings. Future research could employ a more representative sampling technique to ensure broader applicability.

Additionally, the study focused on individual-level factors such as environmental awareness, corporate image, and price sensitivity. Future research could explore contextual and situational factors that influence sustainable consumption behavior, such as cultural norms, peer influence, and marketing messaging.

5. CONCLUSION

In conclusion, this study provides valuable insights into the relationship between digital literacy, career guidance utilization, and career-related outcomes among university students in Indonesia. The findings highlight the importance of digital literacy in facilitating access to career resources and opportunities, as well as the significant impact of proactive engagement with career guidance services on students' career development trajectories.

Moving forward, it is essential for policymakers, educators, and career counselors to continue investing in digital literacy initiatives and enhancing the accessibility and effectiveness of career guidance programs. By doing so, they can empower students to make informed career decisions, pursue meaningful employment opportunities, and contribute to national development goals in Indonesia and beyond.

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