

DAFTAR PUSTAKA

- Adialita, T. (2015). Green Marketing dan Green Consumer Behavior di Indonesia. *Jurnal Ekonomi Manajemen dan Akuntansi*, 12(1), 88-106.
- Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In *Action Control: From Cognition to Behavior* (pp. 11-39). Springer Berlin Heidelberg.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of experimental social Psychology*, 6(4), 466-487. [https://doi.org/10.1016/0022-1031\(70\)90057-0](https://doi.org/10.1016/0022-1031(70)90057-0)
- Ajzen, I. & Fishbein, M (1980). *Understanding attitudes and predicting social behavior*. Englewood cliffs.
- Alalei, A., & Jan, M. T. (2023). Factors influencing the green purchase intention among consumers: An empirical study in Algeria. *Journal of Global Business Insights*, 8(1), 49-65. <https://www.doi.org/10.5038/2640-6489.8.1.1181>
- Ali, A., & Ahmad, I. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pakistan Journal of Engineering Technology & Science*, 2(1), 84-117. <http://dx.doi.org/10.22555/pjets.v2i1.697>
- Annur, C. M. (2022). *Survei: Banyak Anak Muda Semakin Peduli Terhadap Lingkungan*. Databoks. Retrieved October 8, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/16/survei-banyak-anak-muda-semakin-peduli-terhadap-lingkungan>
- Annur, C. M. (2023). *Sampah Indonesia Bertambah pada 2022, Terbanyak dalam Empat Tahun*. Databoks. Retrieved December 15, 2023, from <https://databoks.katadata.co.id/datapublish/2023/10/16/sampah-indonesia-bertambah-pada-2022-terbanyak-dalam-empat-tahun>
- Baxter, L. A., & Babbie, E. R. (2004). *The Basics of Communication Research*. Cengage Learning.
- Chin, W.W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. Modern Methods for Business Research
- Dewi, W. W. A., Sina, F. I., & Prasetyo, A. A. P. S. (2022). The Effect of Social Influence on Green Purchasing Behavior on The Purchase of Love Beauty and Planet Brand Products. *Proceedings of International Conference on Communication Science (ICCS)*, 2(1), 470-476. <https://doi.org/10.29303/iccsproceeding.v2i1.120>
- Disperkimta. (2019). Dampak Lingkungan Kotor dan Polusi Sampah. disperkimta.bulelengkab. <https://disperkimta.bulelengkab.go.id/informasi/detail/artikel/dampak-lingkungan-kotor-dan-polusi-sampah-32>
- Dunlap, R. E., & Van Liere, K. D. (1978). The "New Environmental Paradigm". *The Journal of Environmental Education*, 9(4), 10-19. <https://doi.org/10.1080/00958964.1978.10801875>

- Dunlap, R. E., Van Liere, K. D., Mertig, A. G., & Jones, R. E. (2000). Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale. *Journal of Social Issues*, 56(3), 425-442. <https://psycnet.apa.org/doi/10.1111/0022-4537.00176>
- Fransson, N., & Garling, T. (1999). Environmental Concern: Conceptual Definitions, Measurement Methods, and Research Findings. *Journal of Environmental Psychology*, 19(4), 369-382. <http://dx.doi.org/10.1006/jenv.1999.0141>
- Golob, U., & Kronegger, L. (2019). Environmental consciousness of European consumers: A segmentation-based study. *Journal of Cleaner Production*, 221, 1-9. <https://doi.org/10.1016/j.jclepro.2019.02.197>
- Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja*, 28(1), 738-748. <https://doi.org/10.1080/1331677X.2015.1083875>
- Hasdiansa, I. W., Hasbiah, S., & Anwar, N. F. (2023). Pengaruh media sosial terhadap perilaku pembelian ramah lingkungan generasi milenial dan generasi Z. *Jurnal Bisnis dan Kewirausahaan*, 12(1), 49-60.
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing for Business*. PT. Sonpedia Publishing Indonesia.
- Hermawan, A., Riyanto, C. A., & Wijaya, A. F. (2023). Pengembangan Produk dengan Menerapkan Bahan Ramah Lingkungan (Produk Hijau). *Jurnal Ilmu Manajemen Terapan (JIMT)*, 5(1), 16-23. <https://doi.org/10.31933/jimt.v5i1.1662>
- Jayani, D. H. (2021). *5 Alasan Konsumen Belanja Produk Ramah Lingkungan*. Databoks. Retrieved December 14, 2023, from <https://databoks.katadata.co.id/datapublish/2021/08/24/5-alasan-konsumen-belanja-produk-ramah-lingkungan>
- Justiari, M. P. J. (2021). *Saatnya Konsumen Pilih yang Ramah Lingkungan*. Kompas.id. Retrieved December 15, 2023, from <https://www.kompas.id/baca/ekonomi/2021/04/23/saatnya-konsumen-pilih-yang-ramah-lingkungan>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors Affecting Consumers' Green Product Purchase Decisions. *Marketing Intelligence & Planning*, 33(3), 330-347. <http://dx.doi.org/10.1108/MIP-03-2014-0068>
- Kusnadi, Y., & Novianti. (2024). Penggunaan Media Sosial Dalam Pemberdayaan Masyarakat Terkait Isu Lingkungan Dengan Metode AnalyticalHierarchy Process. *Jurnal Komputer Antartika*, 2(1), 35-41.
- Lutfiah, Basri, M., & Kuswanti, H. (2022). Faktor-faktor yang mempengaruhi perilaku konsumtif mahasiswa pendidikan ekonomi PPAKPK FKIP Universitas Tanjungpura Pontianak. *Jurnal Pendidikan dan Pembelajaran Khatulistiwa (JPPK)*, 11(3), 1-10. <https://doi.org/10.26418/jppk.v11i3.53456>
- Mediaindonesia.com. (2022). *96,7% Milenial Pertimbangkan Nilai Ramah Lingkungan dalam Beli Produk*. Media Indonesia. Retrieved December 14,

- 2023, from <https://mediaindonesia.com/humaniora/524133/967-milenial-pertimbangan-nilai-ramah-lingkungan-dalam-beli-produk>
- Meakin, S. (1992). The Rio Earth Summit: Summary of The United Nations Conference on Environment and Development. BP-317E.
- Nariswari, S. L. (2022). Survei: Konsumen Indonesia Makin Peduli Produk Ramah Lingkungan Artikel ini telah tayang di Kompas.com dengan judul "Survei: Konsumen Indonesia Makin Peduli Produk Ramah Lingkungan". kompas.com.
<https://lifestyle.kompas.com/read/2022/09/20/184205220/survei-konsumen-indonesia-makin-peduli-produk-ramah-lingkungan?page=all>
- Nurcahyadi, G. (2021). Kesadaran Konsumen Terhadap Produk Ramah Lingkungan Terus Meningkat. mediaindonesia.
https://mediaindonesia.com/ekonomi/421640/kesadaran-konsumen-terhadap-produk-ramah-lingkungan-terus-meningkat#google_vignette
- Panizzut, N., Rafi-ul-Shan, P. M., Amar, H., Sher, F., Mazhar, M. U., & Klemeš, J. J. (2021). Exploring relationship between environmentalism and consumerism in a market economy society: A structured systematic literature review. *Cleaner Engineering and Technology*, 2, 1-12.
<https://doi.org/10.1016/j.clet.2021.100047>
- Pattanayak, K. P., & Padhy, C. (2020). Green Washing and its Impact on Consumers and Businesses - A Review. *Indian Journal of Natural Sciences*, 10(62), 27954-27958.
- Paul, J., Modi, A., & Patel, J. D. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134.
<https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pramesti, P., Cahyaningrum, Y. A. D., & Rahayu, F. (2022). Konsekuensi dari green lifestyle, product knowledge, dan community. *Jurnal Ekonomi Trisakti*, 2(2), 555-566. <https://doi.org/10.25105/jet.v2i2.14303>
- Puspitasari, N. B., Rinawati, D. I., & Sutrisno, B. D. (2018). Analisis Pengaruh Faktor Green Purchase Intention Terhadap Produk Detergen Ramah Lingkungan (Lerak) Menggunakan Metode Linear Regression. *Industrial Engineering Online Journal*, 6(4). Retrieved Oktober 8, 2023, from <https://ejournal3.undip.ac.id/index.php/ieoj/article/view/18211>
- Qomariah, A., & Prabawani, B. (2020). The Effects of Environmental Knowledge, Environmental Concern, and Green Brand Image on Green Purchase Intention with Perceived Product Price and Quality as the Moderating Variable. *IOP Conference Series Earth and Environmental Science*, 448(1), 1-10. <http://dx.doi.org/10.1088/1755-1315/448/1/012115>
- Rachman, A. (2023). *Ini Bukan Lagi Era Global Warming, Tapi Global Boiling!* CNBC Indonesia. Retrieved December 15, 2023, from <https://www.cnbcindonesia.com/news/20230809062618-4-461295/ini-bukan-lagi-era-global-warming-tapi-global-boiling>
- Reisch, L. A., Sunstein, C. R., Andor, M. A., Doebbe, F. C., Meier, J., & Haddaway, N. R. (2021). Mitigating climate change via food consumption and food

- waste: A systematic map of behavioral interventions. *Journal of Cleaner Production*, 279, 1-15. <https://doi.org/10.1016/j.jclepro.2020.123717>
- Ryantari, G. A. W., & Giantari, I. G. A. K. (2020). Green Knowledge, Green Attitude, dan Environmental Concern Berpengaruh Terhadap Niat Beli. *E-Jurnal Manajemen*, 9(7), 2556-2575. <https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p05>
- Sanusi, A. (2014). *Metodologi penelitian bisnis*. Jakarta: Salemba Empat.
- Saputra, R. A. V. W., Pramono, S. A., & Almunawwaroh, M. (2023). Melestarikan Lingkungan Kita: Mempromosikan Keberlanjutan, Melestarikan Sumber Daya, Melindungi Satwa Liar, dan Mendukung Inisiatif Hijau di Kawasan Kaki Gunung. *Jurnal Pengabdian West Science*, 02(05), 316-324.
- Schultz, P. W. (2000). Empathizing With Nature: The Effects of Perspective Taking on Concern for Environmental Issues. *Journal of Social Issues*, 56(3), 391-406. <https://psycnet.apa.org/doi/10.1111/0022-4537.00174>
- Situmorang, H. D. (2021). *Survei IPI: Generasi Z dan Milenial Paham Isu Perubahan Lingkungan*. BeritaSatu.com. Retrieved December 15, 2023, from <https://www.beritasatu.com/news/846193/survei-ipi-generasi-z-dan-milenial-paham-isu-perubahan-lingkungan>
- Siyal, S., Ahmed, M. J., Ahmad, R., Khan, B. S., & Xin, C. (2021). Factors Influencing Green Purchase Intention: Moderating Role of Green Brand Knowledge. *International Journal of Environmental Research and Public Health*, 18(20), 1-22. <https://doi.org/10.3390/ijerph182010762>
- Siyoto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Sugiyono. (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung:ALFABETA.
- Suki, N. M. (2016). Green Product Purchase Intention: Impact of Green Brands, Attitude, and Knowledge. *British Food Journal*, 118(12), 2893-2910. <http://dx.doi.org/10.1108/BFJ-06-2016-0295>
- Tran, A. H. (2017). Consumers Behavior Towards Green Purchase Intention. *АКТУАЛЬНІ ПРОБЛЕМИ ЕКОНОМІКИ*, 188(2), 151–158.
- Wang, Y., & Hazen, B. T. (2015). Consumer Product Knowledge and Intention to Purchase Remanufactured Products. *International Journal of Production Economics*, 181, 460-469. <https://doi.org/10.1016/j.ijpe.2015.08.031>
- Weigel, R., & Weigel, J. (1978). Environmental Concern : The Development of a Measure. *Environment and Behavior*, 10(1), 3-15. <https://psycnet.apa.org/doi/10.1177/0013916578101001>
- Ye, S. Y. (2022). Understanding the Role of Environmental Concern in Green-Product Purchase Intention Investigating Perceived Policy Effectiveness in the Theory of Planned Behaviour. In *Proceedings of the 2022 International Conference on Economics, Smart Finance and Contemporary Trade (ESFCT 2022)* (pp. 1281-1297). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-052-7_143
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12(644020), 1-15. <https://doi.org/10.3389/fpsyg.2021.644020>