

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akram Alhamad et al. (2023). *THE IMPACT OF ENVIRONMENTAL AWARENESS AND ATTITUDE ON GREEN*. 4, 22–36.
- Arikunto. (2000). ilide.info-suharsimi-arikunto-prosedur-penelitian-pr_b78e6282f336e38b2aabad7aaa4a6843.pdf.
- Bailey, A., Mishra, A., & Tiamiyu, M. (2016). Green advertising receptivity: An initial scale development process. *Journal of Marketing Communications*, 22, 1–19. <https://doi.org/10.1080/13527266.2014.904812>
- Chaerul et al. (2021). *Teknik Lingkungan. Pengantar Teknik Lingkungan* (Vol. 1, Issue August).
- Chen, C.-C., & Yao, J. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics Informatics*, 35, 1249–1262. <https://api.semanticscholar.org/CorpusID:205355748>
- Chen dan Chang. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen dan Chang. (2020). *Optimization of Emergency Evacuation Behavior for Sudden High Passenger Flow in Resilient Hubs*. 1377–1394. <https://doi.org/10.4236/ajibm.2023.1312076>
- Chen, Y. (2010). The Drivers of Green Brand Equity : Green Brand Image , Green Satisfaction , and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Cheng et al. (2023). *green product, green promotion, environmental awareness*. 34–102.
- Collange, V., & Bonache, A. (2015). Overcoming resistance to product rebranding. *Journal of Product and Brand Management*, 24, 621–632.

<https://doi.org/10.1108/JPBM-10-2014-0730>

Donovan et al. (1994). *Emerging Mall Culture and Shopping Behavior of Young Consumers*. 125–150. <https://doi.org/10.4236/aa.2019.93010>

Ellen, P., Wiener, J., & Cobb-Walgren, C. (1991). The Role of Perceived Consumer Effectiveness in Motivating Environmentally Conscious Behaviors. *Journal of Public Policy & Marketing*, 10, 102–117. <https://doi.org/10.1177/074391569101000206>

Fazilla, R., Listyorini, S., Prihatini, A. E., Bisnis, D. A., & Diponegoro, U. (2025). *INTENTION MELALUI ATTITUDE TOWARDS GREEN PRODUCT SEBAGAI Pendahuluan*. 14(3), 1151–1160.

Ghozali, I. (2011). *Ghozali_Imam_2011_Aplikasi_Analisis_Mult.pdf*.

Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi*.

Ghozali, I. (2018). *ilide.info-ghozali-2018-pr_bcc85918ba21539a51f2b1e3a9a8520e.pdf*.

Huang et al. (2014). *The Relationship among Brand Equity, Customer Satisfaction and Brand Resonance to Repurchase Intention of Apple's Brand Celestial Randy Teddy *)*.

Jadmiko, S. M. A. dan P. (2024). *PENGARUH GREEN PERCEIVED VALUE , PERCEIVED CONSUMER EFFECTIVENNES DAN ENVIRONMENTAL KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION PRODUK CLEO ECO GREEN HASIL DAN PEMBAHASAN*. 3–5.

Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/https://doi.org/10.1016/j.jretconser.2017.11.008>

Khoo et al. (2020). Which factors distinguish the different consumer segments of green fast-moving consumer goods in Germany? *Business Strategy and the Environment*, 30, 1823–1838. <https://doi.org/10.1002/bse.2718>

Lavuri, R., Parida, R., & Singh, S. (2022). Unveiling ways to examine the purchase intension of green products in emerging markets. *Benchmarking An*

- International Journal*, 31. <https://doi.org/10.1108/BIJ-06-2022-0379>
- Lee, C.-H., & Chen, C.-W. (2021). Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information*, 12. <https://doi.org/10.3390/info12060241>
- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., & Tsai, P. T. (2022). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383–1403. <https://doi.org/10.1108/APJML-12-2021-0903>
- Maghfiroh, K. (2019). PENGARUH HARGA, KUALITAS PRODUK DAN WORD OF MOUTH TERHADAP KEPUASAN KONSUMEN SERTA IMPLIKASINYA PADA KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI. *Business Management Analysis Journal (BMAJ)*, 2, 34–44. <https://doi.org/10.24176/bmaj.v2i2.4075>
- Mostafa, M. M. (2007). *Gender differences in Egyptian consumers ' green purchase behaviour : the effects of environmental knowledge , concern and attitude*. 31, 220–229. <https://doi.org/10.1111/j.1470-6431.2006.00523.x>
- Nazir. (2003). *Metodologi Penelitian*.
- Nekmahmud et al. (2022). Technological Forecasting & Social Change Transforming consumers ' intention to purchase green products : Role of social media. *Technological Forecasting & Social Change*, 185(March), 122067. <https://doi.org/10.1016/j.techfore.2022.122067>
- Neolaka. (2008). *The Significance of Environmental Awareness for Protecting Nature and Cherishing the Earth*. 01001, 0–4.
- Ogiemwonyi, O., Nurul, M., Alshareef, R., & Alsolamy, M. (2023). Environmental factors affecting green purchase behaviors of the consumers : Mediating role of environmental attitude. *Cleaner Environmental Systems*, 10(June), 100130. <https://doi.org/10.1016/j.cesys.2023.100130>
- Park, J., Zhang, D., Kim, D., Kim, S.-K., Cho, K., Jeong, D., Shim, J. H., Kim, J., & Shin, H. (2015). *Park et al-2015-Journal of Separation Science (1)*.
- Paul et al. (2016). *Does Knowledge Translate into Action ? Impact of Perceived Environmental Knowledge on Ecologically Conscious Consumer Behavior*.

1338–1352. <https://doi.org/10.4236/tel.2019.95087>

- Pramadhani, D., & Nugroho, R. H. (2024). Pengaruh Green Marketing, Lifestyle, dan Environmental Awareness terhadap Brand Loyalty: Studi pada Pengguna Produk The Body Shop di Surabaya. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(4), 3126–3138.
- Rahman, F., Siburian, P., & A, G. (2018). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Konsumen Produk Tupperware di Samarinda. *FORUM EKONOMI*, 19, 119. <https://doi.org/10.29264/jfor.v19i1.2118>
- Rahmawati, E., & Setyawati, Ha. A. (2023). 387-408+Rahmawati+&+Setyawati. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi*, 5 (4)(7 October), 388–408.
- Sanchez, J., & Levine, E. (2010). The Rise and Fall of Job Analysis and the Future of Work Analysis. *Annual Review of Psychology*, 63, 397–425. <https://doi.org/10.1146/annurev-psych-120710-100401>
- Sanjaya, A. A., Sulaiman, A., & Rokhmah, S. N. (2023). Pengaruh environmental awareness terhadap gratitude to nature di sekolah menengah. *Cognicia*, 11(2), 149–157. <https://doi.org/10.22219/cognicia.v11i2.24963>
- Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). *Environmental Care Attitudes and Intention to Purchase Green Products : Impact of Environmental Knowledge , Word of Mouth , and Green Marketing*.
- Siregar dan Selwendri. (2024). *Research Horizon*. 0696.
- Siregar dan Widodo. (2021). *No Title*. 8(5), 5918–5957.
- Solaiman, M., & Rana, S. M. S. (2023). Perceived consumer effectiveness, eco-knowledge and green purchase behaviour: a study on environment friendly and energy efficient electronic products market. *International Journal of Business Environment*, 14(2), 119–144. <https://doi.org/10.1504/IJBE.2023.129900>
- Sugiyono. (2010). *No Title*.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif dan r&d* (Issue January).
- Sugiyono. (2022). 4. *Mahasiswa*, S41, S2 dan 53 2.
- Suryadi, S., Nurasih, I., & Nurmeta, I. (2023). PENINGKATAN KEMAMPUAN

BERPIKIR KRITIS SISWA MELALUI MODEL PROBLEM BASED LEARNING MENGGUNAKAN MEDIA CONGKLAK. *Jurnal Pendidikan Dasar*, 14, 67–74. <https://doi.org/10.21009/jpd.v14i01.36346>

Teng, C.-C., & Wang, Y.-M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. *British Food Journal*, 117, 1066–1081. <https://doi.org/10.1108/BFJ-12-2013-0361>

Xu et al. (2022). *Where Did We Go Wrong with This Pandemic?* 67–79. <https://doi.org/10.4236/ojem.2022.102006>

Yoo, J., & Kim, M. (2014). The effects of online product presentation on consumer responses: A mental imagery perspective. *Journal of Business Research*, 67, 2464–2472. <https://doi.org/10.1016/j.jbusres.2014.03.006>

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. *Marketing Intelligence & Planning*, 40(5), 624–638. <https://doi.org/10.1108/MIP-12-2021-0457>

Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.10.053>

Zelezny, L., & Schultz, P. (2000). Psychology of Promoting Environmentalism: Promoting Environmentalism. *Journal of Social Issues*, 56, 365–371. <https://doi.org/10.1111/0022-4537.00172>

Zhang, J., Jiang, N., Turner, J. J., & Pahlevan-Sharif, S. (2022). The Impact of Scarcity on Consumers' Impulse Buying Based on the S-O-R Theory. *Frontiers in Psychology*, 13(June), 1–9. <https://doi.org/10.3389/fpsyg.2022.792419>