

DAFTAR PUSTAKA

- Abnaina, Elma, Rika Yuliyanti, Zahrah Rahmawati, 2024. Program Studi, Sarjana Manajemen, Universitas Sari Mulia, and others, 'ECO BAGS TAS JINJING PLASTIK SEBAGAI UPAYA PENGGUNAAN SAMPAH PLASTIK MINUMAN SACHET', 1, 106–12
- Adialita, Tania, Faizal F. Sigarlaki, Asokan Vasudevan, Muhamad Saufi Che Rusuli, Wenchang Chen, Qian Cheng, and others, (2025). 'Assessing Consumer Willingness to Pay for Sustainable Products: An Application of the Extended Theory of Planned Behavior', *Journal of Infrastructure, Policy and Development*, 9.2, 6582
- Ajzen, Icek, (1991). 'The Theory of Planned Behavior', *Organizational Behavior and Human Decision Processes*, 50.2, 179–211
- Al-Gasawneh, Jassim Ahmad, and Abdullah Matar Al-Adamat, (2020). 'The Mediating Role of E-Word of Mouth on the Relationship between Content Marketing and Green Purchase Intention', *Management Science Letters*, 10.8, 1701–8
- Alimuzzaman, Shah, Md Reasat Aktar Arin, Md Abdullah Al Mamun, A. N.M.Masudur Rahman, and Md Reajul Islam, (2024). 'A Novel Approach of Manufacturing Sustainable Seamless Jute Bags and Evaluation of Its Properties: A Comparative Study with Commercial Bags', *Journal of Natural Fibers*, 21.1,

1–16

Amir, Faizal, Alimuddin S. Miru, and Edy Sabara, 2025. 'Urban Household Behavior in Indonesia: Drivers of Zero Waste Participation', *Cornell University*

Anggraini, Inneke, Erna Sofriana Imaningsih, and Mas Wahyu Wibowo, (2023). 'The Influence of Environmental Consciousness, Environmental Concern, and Environmental Knowledge on Attitudes and Their Implications on Green Purchase Intention of Eco-Friendly Homes', *International Journal of Social and Management Studies (IJOSMAS)*, 04.06, 69–88

Antari, Ni Kadek Yuni, and Christian Haposan Pangaribuan, (2021). 'Analyzing the Millennials' Intention towards Purchasing Reusable Shopping Bags (Evidence from Bali)', *Journal of Multidisciplinary Issues*, 1.1, 22–31

Ari Dian Prastyo, Glorian Hilarius Kiantin Beda, Fikri Saputra, and Wien Kuntari, (2025). 'Analisis Usaha Totebag Custom Ramah Lingkungan Sebagai Solusi Inovatif Untuk Mengurangi Sampah Plastik', *Jurnal Riset Dan Inovasi Manajemen*, 3.1, 36–47

Arrazzaqy, Muhammad Nizar, and Ming Ming Lukiarti, (2023). 'Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Minat Beli Produk Hijau Pada Generasi Z (Studi Kasus Pada Produk Pakaian Bekas (Thrifting) Di Kabupaten Rembang)', *Jurnal Mirai Management*, 8.1, 479–85

Ayu Diah Ramaiska, 2022. 'Analisis Environmental Awareness Dalam Minat Beli

- Produk Ramah Lingkungan Menurut Perspektif Bisnis Islam (Studi Pada Nasabah Bank Sampah Emak. Id)' (Universitas Islam Negeri Raden Intan Lampung)
- Ayunita, Dian, 2018. 'Modul Uji Validitas Dan Reliabilitas', *Statistika Terapan*, October, 1
- Bastian, Evelyn, and Yi Ying, (2025). 'Persepsi Mahasiswa Terhadap Penggunaan Kantong Kain Untuk Mengatasi Climate Action', *Icj*, 2.1, 43–49
- Budi Darma, 2021. *STATISTIKA PENELITIAN MENGGUNAKAN SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)* (Jakarta: Guepedia)
- Cahyaningrum, Avisia Regina, and Yulistin Tresnawaty, (2024). 'Pengaruh Environmental Concern Terhadap Purchase Intention Pada Produk Skincare Organik', *Satwika: Kajian Ilmu Budaya Dan Perubahan Sosial*, 8.2, 535–42
- Chairunnisa, Marsya Rizqia, and Mirwan Surya Perdhana, (2020). 'The Roles of Environmental Concern, Green Perceived Value, Subjective Norms, and Green Trust Towards Green Hotel Purchase Intention', *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 19.1, 51–61
- Chen, Kai, and Ting Deng, (2016). 'Research on the Green Purchase Intentions from the Perspective of Product Knowledge', *Sustainability (Switzerland)*, 8.9
- Demartoto, Argyo, Akhmad Ramdhon, and Shubuha Pilar Naredia, (2023). 'Mendong

- Grass-Based Eco Bag Represents Village Potency Development in Supporting Ecotourism in Ngargotirto Sragen Indonesia', *E3S Web of Conferences*, 444, 1–6
- Dewi, Nurul Asrilia, and Ridha Ajeng Aprilia, (2024). 'Training on Making Ecoprinting of Tote Bag to Teach Environmentally Friendly Lifestyle Gerustik (Plastic Waste Reduction Movement) [Pelatihan Pembuatan Ecoprinting Pada Tote Bag Untuk Mengajarkan Gaya Hidup Ramah Lingkungan Gerustik (Gerakan Pengurangan S', *Jurnal Pengabdian Isola*, 3.2, 202–7
- Diah Ayu Retnoningsih, 2024. 'Implementasi Nilai-Nilai Karakter Peduli Lingkungan Dalam Kegiatan Ekstrakurikuler Pramuka Di MIT Darul Muttaqien Magetan' (INSTITUT AGAMA ISLAM NEGERI PONOROGO)
- Didit Darmawan, Samsul Arifin, (2021). 'Studi Empiris Tentang Kontribusi Harga, Varian Produk, Dan Kemasan Terhadap Pembentukan Minat Beli Produk Sabun Mandi Batang (Studi Kasus Terhadap Pekerja Rantau Di Kota Surabaya)', *Bisman (Bisnis Dan Manajemen): The Journal of Business and Management*, 3.2, 99–116
- Dirmanto, 2020. 'Implementasi Theory Planned Behavior Terhadap Minat Berkunjung Ulang Pada Pengunjung Hotel Syariah Lampung', *Skripsi, Jurusan Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Institut Informatika Dan Bisnis Darmajaya Bandar Lampung*
- Efendri, and Ludwina Harahap, (2023). 'Sosialisasi Ekonomi Sirkular Bagi Masyarakat Desa Cicadas Bogor', *Jurnal Abdi Inovatif: Pengabdian Kepada*

Masyarakat, 2.2, 92–104

- Elafansa R, Sierra, and Arif Hartono, (2023). ‘Pengaruh Sikap Ramah Lingkungan, Kepedulian Lingkungan Dan Afeksi Lingkungan Terhadap Pembelian Produk Hijau’, *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 11.2, 1195–1206
- Espineda, Melvin N, Angelo H Banocnoc, and Ian Boots B Bautista, (2025). ‘A Phenomenological Study of Consumer Perceptions and Industry Challenges in the Transition to Sustainable Packaging’, *Discover Sustainability*, 6.762
- Esvandiari, Megia, (2023). ‘The Effect of Eco-Friendly Packaging on Purchase Intention with Consumer Perception as an Intervening Variable’, *International Journal of Entrepreneurship and Sustainability Studies*, 3.2, 62–80
- Fakhri, Nurfitriany, (2017), ‘KONSEP DASAR DAN IMPLIKASI TEORI PERBANDINGAN SOSIAL’, *Jurnal Psikologi Talenta*, 3.1, 1–141
- Faradilla, Arnes, Nora Azmi, Emelia Sari, Gabriella Estevania Angwen, Abdoulmohammad Gholamzadeh Chofreh, Feybi Ariani Goni, and others, (2022). ‘Sustainable Product Design Concept Metrics for Developing the Eco-Bag from Pineapple Leaf Fiber’, *Chemical Engineering Transactions*, 94.April, 949–54
- Faza, Shafia Maulidina, Eka Intan Kumala Putri, and Meilanie Buitenzorgy, (2024). ‘Towards a Greener Future: Factors Impacting Eco-Friendly Shopping Bag Adoption in Retail Sector’, *Journal of Consumer Sciences*, 9.3, 428–50

- Fikriansyah, Akmal, (2024). 'Pengaruh Green Marketing Terhadap Minat Beli Konsumen Pada Produk Eco-Bag Di Indomaret (Studi Pada Indomaret Terusan Buah Batu Kota Bandung)', *Jurnal Pijar*, 2.4, 432–38
- Filip, Alina, Alin Stancu, Lucian Florin Onișor, Oana Cristina Mogoș, Ștefan Alexandru Catană, and Dumitru Goldbach, (2025) 'Drivers of Purchase Intentions of Generation Z on Eco-Products', *Sustainability (Switzerland)*, 17.2, 1–15
- Fitri, Dheanty, October, 2024. 'Strategi Pengembangan Dan Potensi Pasar Eco Fold Bags Ramah Lingkungan', *ResearchGate*
- Fitria Dewi Puspita Anggraini, Aprianti, Vilda Ana Veria Setyawati, Hartanto, Agnes Angelia, (2022). 'Pembelajaran Statistika Menggunakan Software SPSS Untuk Uji Validitas Dan Reliabilitas', *Jurnal Basicedu*, 6.4, 6491–6504
- Franky Farah, Mirinchonme Mahongnao, Balaram Pani, Sophayo Khamrang, 23.Juni 2021 (2020). 'Exploring Young Consumers' Intention toward Green Products: Applying an Extended Theory of Planned Behavior', *Environment, Development, and Sustainability*, 9181–85
- Gabriel Chintya Anggraeni, Ch Herutomo, Nuryanti & Adhi Iman Sulaiman, (2022). 'Pengaruh Kampanye Lingkungan Terhadap Kesadaran Mengurangi Penggunaan Plastik Pada Followers Instagram', *JOMIK (Jurnal Online Mahasiswa Ilmu Komunikasi)*, 02.1, 34–44
- Hana, Lidwina, (2020). 'Polemik Plastik Dan Green Marketing Tas Belanja Di

Denpasar, Bali', *Jurnal Studi Kultural*, V.2, 14–18

Harahap, Serly Charita, Fadya Nabila, and Romi Aldiansyah, (2025). 'Pemanfaatan Produk Ramah Lingkungan Bagi Mahasiswa : Implementasi Minat Beli', *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 4.2, 562–69

Harsono, Rezyanti Apriliani, Hepy Hefri Ariyanto, and Pulung Peranginangin, (2023). 'Pengujian Isu-Isu Lingkungan Dan Merek Terhadap Minat Pembelian Produk Ramah Lingkungan : Kerangka Theory Of Planned Behavior', *WAHANA: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 26.1, 155–74

I Wayan Widana, Muliani, Putu Lia, 2020. Uji Persyaratan Analisis, ed. by Teddy Fiktorius, PENGARUH PENGGUNAAN PASTA LABU KUNING (Cucurbita Moschata) UNTUK SUBSTITUSI TEPUNG TERIGU DENGAN PENAMBAHAN TEPUNG ANGKAK DALAM PEMBUATAN MIE KERING (Lumajang: KLIK MEDIA), xv

Ian Alcocka, Mathew P Whitea, Sabine Pahlb, Raquel Duarte-Davidsonc, and Lora E Fleminga, 2020. 'Associations between Pro-Environmental Behaviour and Neighbourhood Nature, Nature Visit Frequency and Nature Appreciation: Evidence from a Nationally Representative Survey in England', *Environment International*

Japarianto, Edwin, and Stephanie Adelia, (2020). 'Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-

- Commerce Shopee', *Jurnal Manajemen Pemasaran*, 14.1, 35–43
- Jung, Hye Jung, Yun Jung Choi, and Kyung Wha Oh, (2020). 'Influencing Factors of Chinese Consumers' Purchase Intention to Sustainable Apparel Products: Exploring Consumer "Attitude–Behavioral Intention" Gap', *Sustainability (Switzerland)*, 12.5, 1–14
- Keni, Keni, Andreas Asali, Ai Ping Teoh, and Rajendran Muthuveloo, (2020). 'Factors Influencing Green Purchase Intention', 478.Ticash, 1015–22
- Kim, Hae-Young, (2013). 'Statistical Notes for Clinical Researchers: Assessing Normal Distribution (2) Using Skewness and Kurtosis', *Restorative Dentistry & Endodontics*, 38.1, 52
- Krishn Pal Singh, (2014). 'Managing Green Purchase Intention: A Theoretical Framework', *International Journal of Engineering Research & Technology (IJERT)*, 3.11, 409–16
- Laela, Dewi Sodja, Indah Fauziah, Ulfah Utami, Megananda Hiranya Putri, Yonan Heriyanto, Neneng Nurjanah, and others, (2023). 'Evaluating the Effect of Dental Explosion Boxes on Oral Health Awareness in Preschoolers', *Healthcare in Low-Resource Settings*, 11.2, 119–23
- Leonardo, Michael Christianto, and Fahrul Riza, (2023). 'The Impact of Green Product Quality on Green Satisfaction Mediated by Green Perceived Value: An Empirical Study of Eco-Friendly Bag Buyers in DKI Jakarta', *International Journal of*

Social Service and Research, 3.11, 2954–64

Lestari, Endah Rahayu, Hanifa Kirana Putri, Cornelia Anindita, and Maria Bernadhetta Laksmiari, (2020). ‘The Effect of Green Product (Environmental Friendly Drink), Green Advertising, and Environmental Concern to Green Trust and Implications on Purchase’, *Jurnal Teknologi Pertanian*, 21.1, 1–10

Lianita, Ni Ade, Harmini Harmini, and Ratna Winandi Asmarantaka, (2024). ‘The Role of Environmental Concern in Shaping The Purchase Intention of Eco-Friendly Packaging’, *Jurnal Manajemen Dan Agribisnis*, 21.2, 249–60

Liska, Risa, Asep Machpudin, Muhammad Aqil Miftahul Huda Khaza, RTS Ratnawati, and Besse Wediawati, (2022). ‘Pengaruh Literasi Keuangan Dan Financial Technology Terhadap Inklusi Keuangan (Studi Empiris Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Jambi)’, *Jurnal Manajemen Terapan Dan Keuangan*, 11.04, 1034–43

Loan, Nguyen Thi Cam, Tran Thi Tra Giang, Tran Thi Ngoc Phuong, Nguyen Tran Tu Anh, Nguyen Thi Huyen, and Tran Thi Lan Nhung, (2025). ‘Determinants of Intention to Use Eco-Friendly Bags of People in Vietnam When Shopping’, *Journal of Posthumanism*, 5.5, 1894–1909

Luthfi Nafila, Nidya, and Megawati Simanjuntak, (2022). ‘Strategi Peningkatan Minat Beli Produk Ramah Lingkungan Konsumen Indonesia’, *Policy Brief Pertanian, Kelautan Dan Biosains Tropika*, 4.3

- M. Hariya Toni, Helfenta, Wawan Devis Wahyu, (2024). 'PENINGKATAN KUALITAS HIDUP MASYARAKAT MELALUI PENERAPAN PRINSIP EKONOMI SIRKULAR SYARIAH MELALUI BANK SAMPAH DI KOTA SUNGAI PENUH', *RANGGUK: Jurnal Pengabdian Kepada Masyarakat*, 04.02, 121–27
- Machali, Imam, 2021. *Metode Penelitian Kuantitatif Panduan Praktis Merencanakan, Melaksanakan Dan Analisis Dalam Penelitian Kuantitatif*, ed. by Abdau Qurani Habib (Yogyakarta: Fakultas Ilmu Tarbiyah dan Keguruan Universitas Islam Negeri (UIN) Sunan Kalijaga Yogyakarta)
- Maharani Mega Intansari, 2022. 'Faktor-Faktor Yang Melatarbelakangi Minat Beli Konsumen Pada Kosmetik Ramah Lingkungan Di Indonesia' (Universitas Islam Indonesia Yogyakarta)
- Mahyarni, Mahyarni, (2013). 'THEORY OF REASONED ACTION DAN THEORY OF PLANNED BEHAVIOR (Sebuah Kajian Historis Tentang Perilaku)', *Jurnal EL-RIYASAH*, 4.1, 13
- Maimun Ahmad Tinneke M. Tumbel Johny A. F. Kalangi, (2020). 'Pengaruh Citra Merek Terhadap Minat Beli Produk Oriflame Di Kota Manado', *Jurnal Administrasi Bisnis*, 10.1, 25–31
- Makitsuna, Farhand, Didi Permadi, Delima Faidah, Danial Izzan, and Muhammad Muttaqin, (2024). '7P Marketing Mix Analysis in State-Owned and Private Banks

in the Context of Green Marketing', *Jurnal Ilmiah Akuntansi, Keuangan Dan Bisnis (JIKABI)*, 3.1, 63–76

Mardius, Putri Rahmi, Sulastri Sulastri, Muchsin Saggaf Shihab, and Yuliani Yuliani, (2023). 'Eco-Label, Kepedulian Lingkungan, Dan Perilaku Pembelian Hijau: Sebuah Sudut Pandang Generasi Z Tentang Semen Ramah Lingkungan', *Jurnal Manajemen Maranatha*, 22.2, 193–202

Maulana, Farhan, Bambang Hermanto, and Rivani Rivani, (2024). 'Pengaruh Perilaku Konsumen Sadar Lingkungan Dan Niat Pembelian Produk Ramah Lingkungan Terhadap Perilaku Pembelian Produk Ramah Lingkungan (Studi Kasus Pada Konsumen Zero Waste Indonesia)', *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, 8.1, 25

Medina, Joneil B, (2023). 'Description of Environmental Care Analysis of Students in Elementary Schools', *Journal Evaluation in Education (JEE)*, 4.3, 95–103

Melati, Deviana, (2024). 'As-Syar'i: Jurnal Bimbingan & Konseling Keluarga Kontrol Perilaku Ibu Rumah Tangga Terhadap Penggunaan Tas Belanja Untuk Mengurangi Penggunaan Kantong Plastik Terhadap Lingkungan Sekitar', *Jurnal Bimbingan & Konseling Keluarga*, 6, 1492–1505

Mohd Fikri Ishak, Nur Nadiah Mahbob, Muhammad Asyraf Hasim, (2023). 'Determinants of Using Reusable Eco-Friendly Shopping Bags among Gen-Y', *Information Management and Business Review*, 15.3, 410–21

Muh Alwy Yusuf, Herman, Trisnawati. H, Ardy Abraham, Hardianti Rukmana, (2024).

‘Analisis Regresi Linier Sederhana Dan Berganda Beserta Penerapannya’,
Journal on Education, 06.02, 13331–44

Natiq Nona Nurinda Yoni, Taufik Bahrul Rizky, Trida Ridho Fariz, Andhina Putri Heriyanti, 2022. PREFERENSI MAHASISWA FMIPA UNNES KETIKA MENGGUNAKAN KANTONG BELANJA, *Proceeding Seminar Nasional IPA XII* (Semarang)

Nazmi, Muhamad Ibnu, and Kurniawati Kurniawati, (2024). ‘Factors Affecting Green Purchase Intention and Its Impact on Green Purchase Behavior’, *Jurnal Pendidikan Akuntansi & Keuangan*, 12.2, 203–12

Nekmahmud, Md, and Maria Fekete-Farkas, (2020). ‘Why Not Green Marketing? Determinates of Consumers’ Intention to Green Purchase Decision in a New Developing Nation’, *Sustainability (Switzerland)*, 12.19, 1–31

Niwarthana, Wathsala, Sachini Gannoruwa, and R.M.U.R.K. Rathnayaka, (2020). ‘Study on Attitude towards Green Products and Willingness to Pay Premium: With Special Reference to Millenials in Sri Lanka’, *Sri Lanka Journal of Marketing*, 6.1, 37–53

Nuraliffah, Lilis, (2023). ‘Pengaruh Green Marketing Dan Promosi Terhadap Keputusan Pembelian Konsumen Tas Belanja Ramah Lingkungan : Studi Pada Konsumen Eco Bag Di Bandung Timur’, *Digital Library UIN Sunan Gunung*

Djati Bandung Bandung, 11.1, 1–14

Nuzwan Sudariana, M.M., Yoedani, M.M., (2022). ‘Analisis Statistik Regresi Linier Berganda’, *Seniman Transaction*, 2.2, 1–11

Oktaviani, Aishyah Rahmania, Aditya Achmad Saputra, Nur Halisa, and Dea Mardiantini Suyuti, 2025. ‘Dari Regulasi Ke Inovasi : Mewujudkan Gaya Hidup Berkelanjutan Melalui Pengembangan Produk Eco Duo Bag’, 3, 1–12

Panopoulos, Anastasios, Athanasios Poulis, Prokopis Theodoridis, and Antonios Kalampakas, (2023). ‘Influencing Green Purchase Intention through Eco Labels and User-Generated Content’, *Sustainability (Switzerland)*, 15.1

Pratama, Haris Rizqi, Siti Asiyah, and Alfian Budi Primanto, (2023). ‘Pengaruh Green Product, Green Promotion Dan Green Price Terhadap Keputusan Pembelian Konsumen Starbucks Coffee Malang (Studi Kasus Pada Konsumen Starbucks Coffee Malang)’, *E – Jurnal Riset Manajemen*, 12.1, 1484–93

Pratiwi, Annisa Indah, Nadia Rizki Ariyani, Chintya Komala Sari, and Abdul Rahman, (2024). ‘The Effectiveness of Using Eco-Friendly Bag to Support Sustainable Development Goals: A Review’, *Jurnal Presipitasi : Media Komunikasi Dan Pengembangan Teknik Lingkungan*, 21.1, 1–11

Puspitasari, Astika, and Larasati Ayu Sekarsari, (2024). ‘The Influence of Green Awareness, Environmental Knowledge, Attitudes, And Subjective Norms, On The Purchase Intention Of Tote Bags As Environmentally Friendly Products’, *At-*

Tadbir : Jurnal Ilmiah Manajemen, 8.2, 134

Putra, Andika Djunaidi, and Ni Wayan Sri Suprapti, (2017). 'Implementasi Pemasaran Hijau Melalui Penawaran Tas Belanja Eco-Bag Untuk Meningkatkan Loyalitas Pelanggan Pasar Swalayan', *Matrik : Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 11.1, 40–51

Putri, Novia Wirna, Septia Pristi Rahmah, Dhea Lulu Fichriyah, Elvira Radhiatul Febriani, Areta Ardiningrum, and Ahmad Adhitya Risyanda, (2024). 'Efforts to Reduce Plastic Waste Through Making Environmentally Friendly Shopping Green Bags at the Berkah Balai Baru Waste Bank', *Warta Pengabdian Andalas*, 31.1, 16–23

Quoquab, Farzana, and Jihad Mohammad, 16 January 2021 (2020). 'Striving for Obtaining Sustainability: Toil To Adopt "No Plastic Bag Use" Behaviour"', *Developments in Corporate Governance and Responsibility*, 131–44

Rahayu, Sri, Nabila Kharimah Vedy, and Miswan Gumanti, (2024). 'Green Purchase Intention Towards Consumer Tissue: Empirical Evidence from Indonesia', *Talent: Journal of Economics and Business*, 2.01, 27–32

Relawati, Rahayu, Bambang Yudi Ariadi, and Bambang Sugiyono Agus Purwono, 2 February (2020). 'The Factors Affecting Green Consumer Behaviour', *TEST Engineering & Management*, 8, 7560–70

Resi Dimilna, Titin Agustin Nengsih, and Putri Apria Ningsih, (2023). 'Pengaruh

Green Marketing Terhadap Minat Beli Konsumen Pada Produk Ecobag Di Indomaret (Studi Pada Indomaret Nusa Indah Kota Jambi)', *Jurnal Manajemen Dan Bisnis Ekonomi*, 1.2, 21–36

Riyanto, Ricarhdus Rikky, and Christian Haposan Pangaribuan, (2025). 'The Effect of Environmental Concern on Green Purchase Intention Mediated by Attitude Towards Green Product , and Subjective Norm in Sensatia Botanicals Gen Z Cosmetic Users in Indonesia', *Journal of Management, Economic, and Financial*, 3.3), 1–18

Rizal, Syamsur, Sri Meidawaty, Stit Palapa, Nusantara Lombok, Iain Ciamis, and Jawa Barat, (2020). 'Membangun Kepedulian Lingkungan Peserta Didik Mi Melalui Literasi Sains', *Jurnal Pendidikan Dan Dakwah*, 2, 378–87

Rosalina Widayanti, Evi, and Titik Desi Harsoyo, (2023). 'The Influence of Green Marketing Environmentally Friendly Bags on Green Behavior of Modern Mini-Market Retail Consumers in Yogyakarta', *RELEVANCE: Journal of Management and Bussines*, 6.1, 91–115

Sajeewanie, Liyana-arachhige Chandima, Mohd Shukri Ab Yajid, Ali Khatibi, Ferdous Azam, and Jacquilen Tham, (2019). 'Integrated Model for Green Purchasing Intention and Green Adoption: Future Research Direction', *Journal of Sociological Research*, 10.2, 23

Salam, Abdul, and Sukiman Sukiman, (2021). 'Pengaruh Green Marketing Dan Brand

- Awareness Terhadap Keputusan Pembelian Konsumen Produk Merek Aqua', *Jurnal Ilmu Manajemen*, 11.1, 69
- Saputra, Eka Apri Wahyu, and Indah Rosalina, (2025). 'Peran Ecopreneurship Dalam Mengurangi Limbah Dan Meningkatkan Kesadaran Terhadap Lingkungan', *Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, 6.1, 1–7
- Sari, Puspa Novita, (2023). 'Factors Influencing The Purchasing Decision of Eco-Friendly Shopping Bags: Green Awareness as an Intervening Variable', *Journal of Applied Business Administration*, 7.2, 255–66
- Sari, Puspa Novita, and Lorena Dara Putri Karsono, (2023). 'Antecedents of Purchasing Eco-Friendly Shopping Bags: The Mediation Role of Green Awareness', *Journal of Finance, Economics and Business*, 1.2, 17–39
- Setiagraha, Dika, Mahmud Junianto, and Ulfah Muharramah, (2023). 'Pengaruh Green Marketing Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian Di Minimarket Alfamart Kota Palembang', *Journal of Management, Entrepreneur and Cooperative*, 2.2, 82–91
- Simanjuntak, Megawati, Nidya Luthfi Nafila, Lilik Noor Yuliati, Iri Rahmayani Johan, Mukhamad Najib, and Mohamad Fazli Sabri, (2023). 'Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing', *Sustainability (Switzerland)*, 15.6

- Sitio, Nurul Mardhiah, Farisadri Fauzan, Sari Usih Natari, Administrasi Bisnis, and Unpad K Pangandaran, (2024). 'Peningkatan Ekonomi Sirkular Dengan Pembentukan Bank Sampah Di Dusun Bontos Desa Cintaratu, Pangandaran', *Communnity Development Journal*, 5.1, 1380–85
- Sonang, Sahat, Arifin Tua Purba, and Ferri Ojak Imanuel Pardede, (2019). 'Pengelompokan Jumlah Penduduk Berdasarkan Kategori Usia Dengan Metode K-Means', *Jurnal Teknik Informasi Dan Komputer (Tekinkom)*, 2.2, 166
- Song, Yao, Zhenzhen Qin, and Zihao Qin, (2020). 'Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label–Informed Purchase', *SAGE Open*, 10.4
- Stern, P. C., T. Dietz, T. Abel, G. A. Guagnano, and L. Kalof, (1999). 'A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism', *Human Ecology Review*, 6.2, 81–97
- Sugiyono, 2024. METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D, ed. by Sutopo (Bandung: Alfabeta)
- Syahrizal, Hasan, and M. Syahrani Jailani, (2023). 'Jenis-Jenis Penelitian Dalam Penelitian Kuantitatif Dan Kualitatif', *Jurnal QOSIM Jurnal Pendidikan Sosial & Humaniora*, 1.1, 13–23
- Syahroni, Muhammad Irfan, (2022). 'PROSEDUR PENELITIAN KUANTITATIF', *Jurnal Al-Musthafa STIT Al-Aziziyah Lombok Barat*, 2.3, 43–56

- Syauqi, An Nisaa, Ul Jannah, Prio Utomo, and Florentina Kurniasari, (2024). 'Environmental Impact and Purchase Intention: Recycled Products in Banten', *Journal Research of Social Science, Economics, and Management*, 4.1, 12–31
- Taluke, Dryon, Ricky S M Lakat, and Amanda Sembel, (2019). 'Analisis Preferensi Masyarakat Dalam Pengelolaan Ekosistem Mangrove Di Pesisir Pantai Kecamatan Loloda Kabupaten Halmahera Barat', *Spasial*, 6.2, 531–40
- Tampubolon, Manotar, (2023). 'Metode Penelitian', *Metode Penelitian Kuantitatif*, 3.17, 43
- Tran, Thien Vu, Manh Tan Le, and Amancio M. Melad, (2024). 'Intention to Use Reusable Shopping Bags in an Emerging Economy: A Bayesian Mindsponge Framework Analysis', *Discover Sustainability*, 5.1
- Utami, Diah, (2020). 'Pengaruh Green Marketing Terhadap Keputusan Pembelian Produk (Studi Pada Konsumen Klinik Kecantikan X Di Bogor)', *Jurnal PASTI*, 14.1, 86–95
- Utami, Kristiana Sri, (2020). 'Green Consumers Behavior: Perilaku Konsumen Dalam Pembelian Produk Ramah Lingkungan', *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9.2, 209
- Utomo, Aziz Zulkifli, and Bambang Munas Dwiyanto, (2022). 'Pengaruh Green Marketing Dalam Sosialisasi "Diet Kantong Plastik" Terhadap Keputusan Pembelian Pada Produk Eco Bag (Tas Belanja Ramah Lingkungan) Alfamart

- Melalui Minat Beli Sebagai Variabel Intervening (Studi Pada Konsumen Alfamart Di Kabupaten Pati)', *Diponegoro Journal Of Management*, 11.5, 1–15
- V., Ashwini, and P. S. Aithal, (2022). 'An Analysis of the Implementation of Eco-Friendly Shopping Bags in the Retail Sector', *International Journal of Case Studies in Business, IT, and Education*, 6.2, 744–54
- November, 2023. 'Development of a New Conceptual Model: Consumers' Purchase Intention towards Eco-Friendly Bags', *International Journal of Management, Technology, and Social Sciences*, 154–95
- Vania, Clarissa, and Tommy Setiawan Ruslim, (2023). 'The Effect of Environmental Concern, Attitude, Green Brand Knowledge, Green Perceived Value on Green Purchase Behavior with Green Purchase Intention As A Mediating Variable on Green Beauty Products', *Jurnal Ilmiah Manajemen Dan Bisnis*, 9.3, 325
- Vassanadumrongdee, Sujitra, Dawisa Hoontrakool, and Danny Marks, (2020). 'Perception and Behavioral Changes of Thai Youths towards the Plastic Bag Charging Program', *Applied Environmental Research*, 42.2, 27–45
- Wang, Bairong, and Yong Li, (2022). 'Consumers' Intention to Bring a Reusable Bag for Shopping in China: Extending the Theory of Planned Behavior', *International Journal of Environmental Research and Public Health*, 19.6
- Wijekoon, Rusitha, and Mohamad Fazli Sabri, (2021). 'Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and

Guiding Framework’, *Sustainability (Switzerland)*, 13.11, 1–40

Zhuang, Wencan, Xiaoguang Luo, and Muhammad Usman Riaz, 12.April (2021). ‘On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach’, *Frontiers in Psychology*, 1–15

