

DAFTAR PUSTAKA

- Abubakar, Rusydi. (2021). Manajemen Pemasaran (Dari Legacy Marketing Ke New Wave Marketing). *Sefa Bumi Persada Aceh*.
- Alhally, A. (2020). Pengaruh Kepedulian, Pengetahuan, Sikap, Inisiatif Pemerintah, Tekanan Teman Sebaya Dan Spiritualitas Terhadap Niat Beli Produk Ramah Lingkungan Di Banjarmasin. *At-Tadbir: Jurnal Ilmiah Manajemen*, 4(2), 130–142.
- Alma, B. (2006). Kewirausahaan; Menumbuhkan Jiwa Wirausaha bagi Mahasiswa dan Masyarakat Indonesia. *Bandung: Alfabeta*.
- Angelovska, J., Bilic Sotiroska, S., & Angelovska, N. (2012). The Impact of Environmental Concern and Awareness on Consumer Behaviour. *J. Int. Environmental Application & Science*, 7(2), 406.
- Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., Sholihah, D. R., Ariyanti, M., Widiati, E., Irawan, P., Ratih, S. D., & Ismail, R. S. (2023). *Manajemen Pemasaran*.
- Arshad, R., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An Empirical Study about Green Purchase Intentions. *Journal of Sociological Research*, 5(1), 290–305. <https://doi.org/10.5296/jsr.v5i1.6567>
- binti Aman, A. H. L. (2011). *The influence of environmental knowledge and concern on green purchase intention: the role of attitude as mediating variable*. Universiti Malaysia Sabah.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic & Political Studies*, 5(1).
- Conraud-Koellner, E., & Rivas-Tovar, L. A. (2009). *Study of green behavior with a focus on Mexican individuals*.
- De Canio, F., Martinelli, E., & Endrighi, E. (2020). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail and Distribution Management*, 49(9), 1312–1329. <https://doi.org/10.1108/IJRDM-08-2020-0301>
- Dewata, I., & Danhas, Y. H. (2023). *Toksikologi Lingkungan*. PT. RajaGrafindo Persada-Rajawali Pers.
- Diash, A. F., & Syarifah, D. (2021). Pengaruh environmental knowledge dan environmental concern terhadap green purchase intention pada generasi milenial. *Buletin Riset Psikologi Dan Kesehatan Mental (BRPKM)*, 1(1), 551–559.
- Ghozali, I. (2013). Aplikasi Analisis Multivariat dengan Program IBM SPSS (Edisi 7). *Semarang: Penerbit Universitas Diponegoro*, 160.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2010). L.(2010). Multivariate data analysis. *Multivariate Data Analysis*. Pearson.
- Haryadi. (2009). Pengaruh strategi green marketing terhadap pilihan konsumen melalui pendekatan marketing mix.
- Hasanah, A., Hindrayani, A., & Noviani, L. (2023). Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau.

- Jurnal Ilmu Ekonomi*, 2(1).
- Hefni, A. (2018). *Mendidik Buah Hati Ala Rasulullah*. QultumMedia.
- Helmi, H., Nengsih, Y. K., & Suganda, V. A. (2018). Peningkatan kepedulian lingkungan melalui pembinaan penerapan sistem 3R (reduce, reuse, recycle). *JPPM (Jurnal Pendidikan Dan Pemberdayaan Masyarakat)*, 5(1), 1–8. <https://doi.org/10.21831/jppm.v5i1.16861>
- Henning, O., & Karlsson, S. (2011). *Environmental attitudes and how they affect purchase intentions of environmentally friendly automobiles An empirical study on Chinese students at Jönköping University*. 1–64. <http://www.diva-portal.org/smash/get/diva2:441677/FULLTEXT01.pdf>
- Hernomo, A. F. (2021). Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Niat Beli Produk the Body Shop Di Surabaya. *Performa*, 6(4), 302–311. <https://doi.org/10.37715/jp.v6i4.2552>
- Hidayah, A., & Mudjiyanti, R. (2023). Pengaruh sikap, fashion leadership, kepercayaan konsumen dan orientasi belanja terhadap niat beli produk fashion secara online. *Prosiding seminar nasional lppm ump*, 4, 150–161.
- Hidayat, N., Ningsih, W., Halim, U., & Agustina, A. (2023). Media Sosial sebagai Social Engineering untuk Membentuk Mindset Masyarakat dalam Penyelamatan Lingkungan Hidup. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(2), 954–965.
- Hidayatullah, T. F., & Sutarso, Y. (2023). Peran Media Sosial, Ulasan Daring, dan Kepedulian Lingkungan pada Perilaku Pembelian Green Product. *At-Tadbir : Jurnal Ilmiah Manajemen*, 7(1), 23. <https://doi.org/10.31602/atd.v7i1.9217>
- Irfianti, M. D., Khanafiyah, S., & Astuti, B. (2016). Perkembangan karakter peduli lingkungan melalui model experiential learning. *UPEJ Unnes Physics Education Journal*, 5(3), 72–79.
- Julina. (2013). Determinants of Ecological Purchase Behavior and the Consequences of the Environment: Customer Perspectives in the Pekanbaru City Based on Collectivism, Attention to the Environment, and the Effectiveness of Customer Willingness to Pay. *Kutubkhanah Jurnal Penelitian Sosial Keagamaan*, 16(2), 115–126. <https://ejournal.uin-suska.ac.id/index.php/Kutubkhanah/article/view/226>
- Junaedi, M. F. S. (2005). Pengaruh kesadaran lingkungan pada niat beli produk hijau: Studi perilaku konsumen berwawasan lingkungan. *Benefit: Jurnal Manajemen Dan Bisnis (Jurnal Ini ...)*, 189–201. <https://journals.ums.ac.id/index.php/benefit/article/viewFile/1210/775>
- Kaufmann, H. R., Panni, M. F. A. K., & Orphanidou, Y. (2012). Factors affecting consumers' green purchasing behavior: An integrated conceptual framework. *Amfiteatru Economic*, 14(31), 50–69.
- Khairina, A. R. (2016). Pengaruh Harga, Lokasi Dan Bukti Fisik Terhadap Keputusan Konsumen Dalam Memilih Jasa Hotel Harun Square Di Kota Lhokseumawe. *Jurnal Visioner & Strategis*, 5(2).
- Khalid, Z., Sitorus, A. P., & Sitepu, R. (2021). Peningkatan Pemahaman dan Kepedulian Masyarakat Desa Terhadap Lingkungan Mangrove Di Pantai Muara Indah Kabupaten Deli Serdang. *Sasambo: Jurnal Abdimas (Journal of Community Service)*, 3(2), 99–109.
- Khaola, P. P., Potiane, B., & Mokhethi, M. (2014). Environmental concern, attitude towards green products and green purchase intentions of consumers in

- Lesotho. *Ethiopian Journal of Environmental Studies and Management*, 7(4), 361–370.
- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239–260.
- Kotler, P., & Armstrong, G. (2002). *Prinsip-Prinsip Pemasaran*. 1–63.
- Kumar, B. (2012). *Theory of planned behaviour approach to understand the purchasing behaviour for environmentally sustainable products*. Indian Institute of Management Ahmedabad, Research and Publication Department.
- Kusuma, E. I., Surya, J., & Suhendra, I. (2013). *The Effect of Green Marketing Strategy and Environmental Knowledge on Purchasing Decisions Through Purchase Intention as an Intervening Variable*. 14(04), 1–10.
- Kusuma, P. N. P. D., & Handayani, R. B. (2018). The effect of environmental knowledge, green advertising and environmental attitude toward green purchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 78(6), 95–105.
- Kuswati, R., Soepatini, S., Vrasica, R., & Rayyantika, F. (2021). Instruments Validation of Pro-Environmental Behaviour Model. *Prosiding University Research Colloquium*, 525–537.
- Laksmi, A. D., & Wardana, I. M. (2015). *Peran sikap dalam memediasi pengaruh kesadaran lingkungan terhadap niat beli produk ramah lingkungan*. Udayana University.
- Lestari, E. R. (2019). *Manajemen inovasi: Upaya meraih keunggulan kompetitif*. Universitas Brawijaya Press.
- Maharani, B. D., Hutami, L. T. H., & Isna, K. (2021). Intensi Pembelian Produk Ramah Lingkungan Berdasar Theory of Planned Behaviour. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 182–190. <https://doi.org/10.26905/jmdk.v9i2.6152>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). The influence of environmental concern and environmental attitude on purchase intention towards green products: a case study of young consumers in Thailand. *International Journal of Business Marketing and Management*, 2(3), 1–8.
- Margiyanti. (2013). Pengaruh Kesadaran Lingkungan Terhadap Niat Beli Produk Hijau (Studi pada Mahasiswa Universitas Muhammadiyah Surakarta) *NASKAH PUBLIKASI*.
- Paramita, N. D., & Yasa, N. N. K. (2015). Sikap dalam Memediasi Hubungan Kesadaran Lingkungan. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 177–185. <https://doi.org/10.9744/jmk.17.2.177>
- Pebrianti, W. (2012). Analisis pengaruh kesadaran lingkungan dan harga premium terhadap niat beli produk hijau di Pontianak. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 3(1), 69–84.
- Puspitasari, A., & Rifai, D. F. (2021). Studi Green Product Knowledge Pada Pengunjung Pasar Segar Kota Makassar Tahun 2021: Green Product Knowledge Study on Makassar City Fresh Market Visitors in 2021. *Journal of Muslim Community Health*, 2(4), 1–8.
- Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8). <https://doi.org/10.5539/ijbm.v4n8p132>

- Rini, A. S., Sukaatmadja, I. P. G., & Giantari, I. (2017). Pengaruh pengetahuan lingkungan dan kepedulian lingkungan terhadap sikap dan niat beli produk hijau “The Body Shop” di Kota Denpasar. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 6(1), 137–166.
- Sabrina, H., Tarigan, E. D. S., Nasution, A. M. U., & Parulian, T. (2022). Pengaruh Gaya Hidup Dan Pengetahuan Terhadap Keputusan Pembelian Produk Ramah Lingkungan Di Kota Medan. *Juripol (Jurnal Institusi Politeknik Ganesha Medan)*, 5(1), 67–77. <https://doi.org/10.33395/juripol.v5i1.11311>
- Saeed, R., Lodhi, R. N., Khan, A. K., Khurshid, N., Dustgeer, F., Sami, A., Mahmood, Z., & Ahmad, M. (2013). *Measuring impact of factors influencing purchase intention towards green products: Sahiwal clothing industry perspective. World Applied Sciences Journal*, 26(10), 1371–1379. <https://doi.org/10.5829/idosi.wasj.2013.26.10.1344>
- Saraswaty, W., & Suprpti, N. W. S. (2015). Peran Sikap Dalam Memediasi Pengaruh Kepedulian Lingkungan Terhadap Niat Beli Produk Ramah Lingkungan (Studi Pada Produk Tupperware). Udayana University.
- Schahn, J., & Holzer, E. (1990). *Studies of individual environmental concern: The role of knowledge, gender, and background variables. Environment and Behavior*, 22(6), 767–786.
- Sekaran, U. (n.d.). (2013). *Research Methods for Business: A Skill Building Approach*.
- Sekaran, U., & Bougie, R. (2010). Metode Penelitian untuk Bisnis (Research Methods For Business). *Chiches: John Wiley & Sons*.
- Septian, Y. (2016). Perilaku Ramah Lingkungan Peserta Didik SMA. *SOSIO DIDAKTIKA: Social Science Education Journal*, 3(2), 193–201. <http://journal.uinjkt.ac.id/index.php/SOSIO-FITK>
- Siskayanti, J., & Chastanti, I. (2022). Analisis karakter peduli lingkungan pada siswa sekolah dasar. *Jurnal Basicedu*, 6(2), 1508–1516.
- Sujarweni, V. W. (2019). *Metode penelitian bisnis dan ekonomi yogyakarta*. Pustaka baru press.
- Surajiyo, S. (2019). Hubungan Dan Peranan Ilmu Terhadap Pengembangan Kebudayaan Nasional. *Ikra-Ith Humaniora: Jurnal Sosial Dan Humaniora*, 3(3).
- Tan, B. C. (2011). The roles of knowledge, threat, and PCE on green purchase behaviour. *International Journal of Business and Management*, 6(12), 14–27.
- Taufique, K. M. R., Siwar, C. B., Talib, B. A., & Chamhuri, N. (2014). *Measuring consumers’ environmental responsibility: A synthesis of constructs and measurement scale items. Current World Environment*, 9(1), 27.
- Waskito, J., & Harsono, M. (2012). *Green consumer: deskripsi tingkat kesadaran dan kepedulian masyarakat joglosemar terhadap kelestarian lingkungan. Jurnal Dinamika Manajemen*, 3(1), 29–39.
- Wibowo, S. F. (2011). Karakteristik konsumen berwawasan lingkungan dan hubungannya dengan keputusan membeli produk ramah lingkungan. *Jurnal Ilmiah Econosains*, 9(2), 192–202.
- Wihardjo, R. S. D., & Rahmayanti, H. (2021). Pendidikan Lingkungan Hidup. Penerbit Nem.
- Wilson, K., Amran, H., Suryati, S. R., & Jaratin, L. (2014). *The Influence Of Consumers; Perception Of Green Products On Green Purchase Intention*.

- International Journal of Asian Social Science*, 4(8), 924–939.
- Yan, Y. K., & Yazdanifard, R. (2014). *The concept of green marketing and green product development on consumer buying approach*. *Global Journal of Commerce & Management Perspective*, 3(2), 33–38.
- Zsóka, Á., Szerényi, Z. M., Széchy, A., & Kocsis, T. (2013). *Greening due to environmental education? Environmental knowledge, attitudes, consumer behavior and everyday pro-environmental activities of Hungarian high school and university students*. *Journal of Cleaner Production*, 48, 126–138. <https://doi.org/10.1016/j.jclepro.2012.11.030>