

DAFTAR PUSTAKA

- Abdillah, W. dan Hartono, J. (2015) *Partial Least Square (PLS) - Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Penerbit ANDI.
- Adialita, T. (2015) "Green Marketing dan Green Consumer Behavior di Indonesia: Sebuah Studi Literatur," *Portofolio*, 12(1), pp. 88–106.
- Aiken, L. R. (1985) "Three Coefficients for Analyzing The Reliability and Validity of Ratings" *Educational and Psychological Measurement*, 45, pp. 131–142. <https://doi.org/10.1177/0013164485451012>
- Aman, A.H.L., Amran H., and Zuhail H. (2012) "The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable," *British Journal of Arts and Social Sciences*, 7(2). pp. 145-167. <http://www.bjournal.co.uk/BJASS.aspx>
- Ardiyatna, P.A.I. dan Anityasari, M. (2020) "Observasi Business Process dari Toko Zero-Waste di Jakarta, Surabaya, Bali, dan Yogyakarta," *Jurnal Teknik ITS*, 9(2), pp. 242–248.
- Astuti, R., Deoranto, P., Wicaksono, M.L.A., dan Nazzal, A. (2021) "Green Marketing Mix: An Example of Its Influences on Purchasing Decision," *IOP Conference Series: Earth and Environmental Science*, 733(1), pp. 1–9. doi:10.1088/1755-1315/733/1/012064.
- Azwar, S. (2021) *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar.
- Bagui, B.E. dan Arellano, L.R.A.C. (2021) "Zero Waste Store: A Way to Promote Environment-friendly Living," *International Journal of Qualitative Research*, 1(2), pp. 150–155. doi:10.47540/ijqr.v1i2.373.
- Bhardwaj, A. K., Garg, A., Ram, S., Gajpal, Y., dan Zheng, C. (2020) "Research Trends in Green Product for Environment: A Bibliometric Perspective,"

International Journal of Environmental Research and Public Health,
17(22), pp. 1–21 .

BPS (2021) *Statistik E-Commerce 2021*. Jakarta:Badan Pusat Statistik.

BPS (2022) *Istilah*. Jakarta: Badan Pusat Statistik.

BPS (2022) *Pertumbuhan Ekonomi DIY Triwulan II-2022*. Jakarta: Badan Pusat Statistik.

Eyal, N. dan Hoover, R. (2014) *Hooked: How to Build Habit-Forming Products*. London: Penguin Books Limited.

Fabiola, K. dan Mayangsari, L. (2020) “The Influence of Green Skepticism, Environmental Knowledge and Environmental Concern on Generation Z’s Green Purchase Intentions in Indonesia,” *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 5(8), pp. 96–105. Available at: www.msocialsciences.com.

Forsén, J. (2019) *Sustainable Consumer Behavior and Its Impact on the Luxury Industry*. Thesis of Haaga-Helia University of Applied Sciences.

Gama, A. W. S. dan Gama, G. (2015) “Komunitas Merek Sebagai Sarana Efektif Word Of Mouth Yang Positif,” *Jurnal Bakti Saraswati*, 4(1), pp. 1 – 7.

Ghozali, I. dan Fuad (2005) *Structural Equation Modeling: Teori, Konsep, & Aplikasi dengan Program LISREL 8.54..* Semarang: Badan Penerbit Universitas Diponegoro.

Griese, K., Werner, K., dan Hogg, J. (2017) “Avoiding Greenwashing in Event Marketing: An Exploration of Concepts, Literature and Methods,” *Journal of Management and Sustainability*, 7(4), pp. 1-15.
<http://doi.org/10.5539/jms.v7n4p1>

Haryono, S. (2016) *Metode SEM untuk Penelitian Manajemen dengan AMOS LISREL PLS*. Bekasi: Badan Penerbit PT. Intermedia Personalia Utama.

- Herlina, N., Susanti, Y. dan Ramadhan, A.E. (2021) “Analisis Pengaruh Faktor Pribadi dan Budaya Terhadap Keputusan Pembelian,” *Business Innovation and Entrepreneurship Journal*, 3(3), pp. 210–216. doi:10.35899/biej.v3i3.311.
- Jambeck, J.R., Geyer, R., Wilcox, C., Siegler, T.R., Perryman, M., Andrady, A., Narayan, R., dan Law, K.L. (2015) “Plastic Waste Inputs from Land into The Ocean,” *Science*, 347(6223), pp. 768-771. doi:10.1126/science.1260352
- Jogiyanto (2008) *Pedoman Survei Kuesioner: Mengembangkan Kuesioner, Mengatasi Bias, dan Meningkatkan Respon*. Yogyakarta: BPFE UGM.
- Kantar (2019) *Who cares? Who does? 2019*. Kantar. Available at: <https://bioplasticsnews.com/wp-content/uploads/2019/09/Kantar-Who-Cares-Who-Does-Sept2019.pdf> 1 (Accessed: 13 November, 2022)
- Kantar (2022) *Who cares? Who does? 2022*. Kantar. Available at: <https://kantar.turtl.co/story/whocares-who-does-2022-p/page/1> (Accessed: 13 November, 2022)
- Katadata (2021) Produk Ramah Lingkungan Mulai Banyak Dilirik Masyarakat, Apa Saja Alasannya?, *Katadata*. Available at: <https://databoks.katadata.co.id/datapublish/2021/08/23/produk-ramah-lingkungan-mulai-banyak-dilirik-masyarakat-apa-saja-alasannya> (Accessed: 13 November, 2022).
- Keeley, L., Pikkell, R., Quinn, B., dan Walters, H. (2013) *Ten Types of Innovation: The Discipline of Building Breakthroughs*. New Jersey: John Wiley & Sons.
- Kotler, P. dan Keller, K.L. (2009) *Manajemen Pemasaran*. Edisi 13. Jakarta: Penerbit Erlangga.
- Krisyanti, VOS, I. dan Priliantini, A. (2020) “Pengaruh Kampanye #PantangPlastik terhadap Sikap Ramah Lingkungan (Survei pada Pengikut Instagram

@GreenpeaceID),” *Jurnal Komunika : Jurnal Komunikasi, Media dan Informatika*, 9(1), pp. 40–51. doi:10.31504/komunika.v9i1.2387.

Kumar, P. dan Ghodeswar, B.M. (2015) “Factors Affecting Consumers’ Green Product Purchase Decisions,” *Marketing Intelligence and Planning*, 33(3), pp. 330–347. doi:10.1108/MIP-03-2014-0068.

Mahmoud, T.O., Ibrahim, S.B., Ali, A.H., dan Bleadly, A. (2017) “The Influence of Green Marketing Mix on Purchase Intention: The Mediation Role of Environmental Knowledge,” *International Journal of Scientific & Engineering Research*, 8(9), pp. 1040–1048. doi:10.14299/ijser.2017.09.006.

Marken, G.H. dan Hörisch, J. (2019) “Purchasing Unpackaged Food Products: An Empirical Analysis of Personal Norms and Contextual Barriers,” *Nachhaltigkeits Management Forum*, 27, pp. 165–175. doi:10.1007/s00550-020-00490-5.

Ma, X., Park, C. dan Moultrie, J. (2020) “Factors for Eliminating Plastic in Packaging: The European FMCG Experts’ View,” *Journal of Cleaner Production*, 256, pp. 1–20. doi:10.1016/j.jclepro.2020.120492.

Muamala (2018) *Kategori Umur Menurut WHO & Depkes yang Belum Banyak Diketahui Masyarakat*. Available at: <https://muamala.net/kategori-umur-menurut-who/> (Accessed: December 21, 2022).

Munamba, R. dan Nuangjamnong, C. (2021) “The Impact of Green Marketing Mix and Attitude towards the Green Purchase Intention among Generation y Consumers in Bangkok,” *Graduate School of Business and Advanced Technology Management*, pp. 1–19. Available at: <http://Creativecommons.org/licenses/by-nc/4.0/>.

Muslim, R., Pratama A. R., dan Hidayat, T. (2020) “Faktor-Faktor yang Mempengaruhi Keberhasilan UKM di Kabupaten Sleman berdasarkan Formal Concept Analysis,” *Jurnal Sains Komputer & Informatika (J-*

SAKTI), 4(2), pp. 300–318.
<https://tunasbangsa.ac.id/ejurnal/index.php/jsakti>

Narimanfar, S. dan Nezhad, K.H. (2022) “Investigating the Mixed Effect of Green Marketing on the Decision of Green Buying Consumers (Case Study: Consumers of Mihan Company’s Dairy Products in Arak),” *European Journal of Sustainable Development Research*, 6(1), pp. 1–9. doi:10.21601/ejosdr/11554.

Njoto, D. P. dan Sienatra, K. B. (2018) “Pengaruh Promosi Terhadap Keputusan Pembelian Konsumen Wenak Tok,” *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 3(5), pp. 612–618.

Peter, J.P. and Olson, J.C. (2010) *Consumer behavior & marketing strategy*. Ninth Edition. New York: McGraw-Hill Irwin.

Prasetijo, R. dan Ihalauw, J.J.O.I. (2005) *Perilaku Konsumen*. Yogyakarta: Penerbit Andi.

Putri, A.D.P. dan Wibawa, B.M. (2020) “Perbandingan Faktor Atribut pada Toko Nol Limbah di Kota Surabaya: Pendekatan Semantic Differential,” *Jurnal Sains dan Seni ITS*, 9(1), pp. 40–45.

Rahman, F., Siburian, P.S. dan Noorlitaria, G. (2017) “Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Konsumen Produk Tupperware di Samarinda,” *FORUM EKONOMI*, 19(1), pp. 119–130.

Retnawati, H. (2016) *Analisis Kuantitatif Instrumen Penelitian (Panduan Peneliti, Mahasiswa, dan Psikometrian)*. Yogyakarta:Parama Publishing.

Ryantari, G.A.W. dan Giantari, I.G.A.K. (2020) “Green Knowledge, Green Attitude, dan Environmental Concern Berpengaruh terhadap Niat Beli,” *E-Jurnal Manajemen Universitas Udayana*, 9(7), pp. 2556–2575. doi:10.24843/ejmunud.2020.v09.i07.p05.

- Saputro, I. B. (2019) “Pengaruh *Price Discount* dan *Store Atmosphere* Terhadap *Impulse Buying* dengan *Positive Emotion* Sebagai Variabel Mediasi pada Konsumen Ritel Minimarket Kota Yogyakarta,” *Jurnal Ilmu Manajemen*, 16(1), pp. 35 – 47. doi: 10.21831/jim.v16i1.25063
- Sujarweni, V. W. (2014) *SPSS untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Schiffman, L. dan Wisenblit, J. (2019) *Consumer Behavior*. Twelfth Edition. New Jersey: Pearson Education.
- Septifani, R., Achamdi, F., dan Santoso, I. (2014) “Pengaruh Green Marketing, Pengetahuan, dan Minat Membeli terhadap Keputusan Pembelian.” *Jurnal Manajemen Teknologi*, 13(2), pp. 201-218. doi: <http://dx.doi.org/10.12695/jmt.2014.13.2.6>
- Setiadi, N.J. (2015) *Perilaku Konsumen : Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Prenadamedia Group.
- Sholihin, M. dan Ratmono, D. (2021) *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Yogyakarta: Penerbit Andi.
- SIPSN (2021) *Capaian Kinerja Pengolahan Sampah, Sistem Informasi Pengolahan Sampah Nasional*. Available at: <https://sipsn.menlhk.go.id/sipsn/> (Accessed: December 27, 2021).
- Siringi, R. (2012) “Determinants of Green Consumer Behavior of Post Graduate Teachers,” *IOSR Journal of Business and Management (IOSR-JBM)*, 6(3), pp. 19–25. Available at: www.iosrjournals.org.
- Su, D.N., Duong, T.H., Dinh, M.T.T., Nguyen-Phouc, D.Q., dan Johnson, L.W. (2021) “Behavior Towards Shopping at Retailers Practicing Sustainable Grocery Packaging: The Influences of Intra-Personal and Retailer-Based Contextual Factors,” *Journal of Cleaner Production*, 279, pp. 1–12. doi:10.1016/j.jclepro.2020.123683.

- Sugiyono (2019) *Statistika untuk Penelitian*. Bandung: Penerbit Alfabeta.
- Tu, J.-C., Lo, T.-Y., Sie, Y.-J., dan Kao, T.-F. (2021) “Key Factors for Involvement Degree and Perceived Value in Consumers’ Purchase Intention in Unpacked Stores,” *Sustainability (Switzerland)*, 13, pp. 1–16. doi:10.3390/su132212563.
- Ufer, D., Lin, W. dan Ortega, D.L. (2019) “Personality traits and preferences for specialty coffee: Results from a coffee shop field experiment,” *Food Research International*, 125. doi:10.1016/j.foodres.2019.108504.
- Uli. (2021) *Konsumen Belanja Online RI Melonjak 88 Persen pada 2021*. Available at: <https://www.cnnindonesia.com/ekonomi/20211229141536-92-740093/konsumen-belanja-online-ri-melonjak-88-persen-pada-2021#:~:text=NielsenIQ%20mencatat%20jumlah%20konsumen%20belanja,yang%20hanya%2017%20juta%20orang>. (Accessed: Juli 25, 2022).
- Utami, K.S. (2020) “Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan,” *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 9(2), pp. 209–224. doi:10.30588/jmp.v9i2.499.
- Valerius, J. dan Wolf, N. (2018) *Motivators and Barriers of Bulk Food Store Customers: An examination Through The Application of The Theory of Planned Behavior*. Thesis of Umeå University of Business and Economics School.
- Waluyo, M. (2009) *Panduan dan Aplikasi Structural Equation Modelling: Untuk Aplikasi Model dalam Penelitian Teknik Industri, Psikologi, Sosial, dan Manajemen*. Jakarta: Penerbit Permata Putri Media.
- White, K., Hardisty, D. J. dan Habib, R. (2019) *The Elusive Green Consumer*. Massachusetts: Harvard Business Review.
- Zaky, M.H. dan Purnami, N.M. (2020) “Green Marketing Mix Berpengaruh terhadap Keputusan Pembelian Produk Big Tree Farms di Lotus Food

Services,” *E-Jurnal Manajemen*, 9(2), pp. 678.
doi:10.24843/ejmunud.2020.v09.i02.p14.

Zhang, G., Zhao, Z., (2012) “Green packaging management of logistics enterprises,” *Phys. Procedia*, 24, pp. 900–905.

ZWID (2021) *Daftar Bulk Store di Indonesia, Zero Waste Indonesia*. Available at:
<https://zerowaste.id/tipe-minim-sampah/bulk-store/> (Accessed: December 27, 2021).