

DAFTAR REFERENSI

- Alam, S. S., Masukujjaman, M., Kokash, H. A., & Hashim, N. H. (2024). Application of TPB-SOR theory on remanufactured product buying intention among Malaysian consumers: mediation of TPB constructs and functional value. *Journal of Remanufacturing*, 14, 125-154. From <https://doi.org/10.1007/s13243-024-00136-5>
- Bohm, R. A., Folz, D. H., Kinnaman, T. C., & Podolsky, M. J. (2010, September). The costs of municipal waste and recycling programs. *Resources, Conservation and Recycling*, 54(11), 864-871. From <https://www.sciencedirect.com/science/article/pii/S0921344910000236>
- Bouman, T., Werff, E. v., Perlaviciute, G., & Steg, L. (2021, Desember). Environmental values and identities at the personal and group level. *Current Opinion in Behavioral Sciences*, 42, 47-53. From <https://www.sciencedirect.com/science/article/pii/S2352154621000449>
- Britannica. (2025, Juni 13). *Recycling*. From Britannica: <https://www.britannica.com/science/recycling>
- Chen, M.-F., & Tung, P.-J. (2009, November 19). The Moderating Effect of Perceived Lack of Facilities on Consumers' Recycling Intentions. 42(6). From <https://doi.org/10.1177/0013916509352833>
- Chen, M.-F., & Tung, P.-J. (2014, Januari). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. 36, 221-230. From <https://doi.org/10.1016/j.ijhm.2013.09.006>
- Cheung, M. F., & To, W. (2019, September). An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. 50, 145-153. From <https://doi.org/10.1016/j.jretconser.2019.04.006>
- Collection and Recycling Rate Index of Plastic Waste in Indonesia – Sustainable Waste Indonesia*. (2025). From Sustainable Waste Indonesia: <https://sw-indo.com/collection-and-recycling-rate-index-of-plastic-waste-in-indonesia/>
- Fano, D. D., Schena, R., & Russo, A. (2022, Juli). Empowering plastic recycling: Empirical investigation on the influence of social media on consumer behavior. *Resources, Conservation & Recycling*, 182. From <https://www.sciencedirect.com/science/article/pii/S0921344922001173>
- Hartmann, P., & Apaolaza-Ibañez, V. (2012, September). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. 65(9), 1254-1263. From <https://doi.org/10.1016/j.jbusres.2011.11.001>
- Hawkins, D. I., Mothersbaugh, D. L., & Kleiser, S. B. (2019). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill Education.
- Jayani, D. H. (2021, Agustus 24). 5 Alasan Konsumen Belanja Produk Ramah Lingkungan | Pusat Data Ekonomi dan Bisnis Indonesia | Databoks. From Databoks: <https://databoks.katadata.co.id/produk-konsumen/statistik/a7c5e69df2a64c6/5-alasan-konsumen-belanja-produk-ramah-lingkungan>

- Kemp, S. (2025, February 25). *Digital 2025: Indonesia*. From DataReportal: <https://datareportal.com/reports/digital-2025-indonesia>
- Kumar, B., Manrai, A. K., & Manrai, L. A. (2017, Januari). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *34*, 1-9. From <https://doi.org/10.1016/j.jretconser.2016.09.004>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016, Oktober 23). Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers. From <https://www.mdpi.com/2071-1050/8/10/1077>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017, Maret). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. *2(3)*. From <https://www.ijbmm.com/paper/Mar2017/364253782.pdf>
- Mothersbaugh, D. L., & Hawkins, D. I. (2015). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill Education.
- Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsalamy, M., Azizan, N. A., & Mat, N. (2023, September). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems*, *10*. From <https://www.sciencedirect.com/science/article/pii/S2666789423000247>
- Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsalamy, M., Azizan, N. A., & Mat, N. (2023, September). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *10*. From <https://doi.org/10.1016/j.cesys.2023.100130>
- Paste Lab. (2023, September 22). From <https://www.instagram.com/reel/CxfN2PDr3X-/>
- Paul, J., Modi, A., & Patel, J. (2016, March). Predicting green product consumption using theory of planned behavior and reasoned action. *29*, 123-134. From <https://www.sciencedirect.com/science/article/pii/S0969698915301181>
- Paul, J., Modi, A., & Patel, J. (2016, Maret). Predicting green product consumption using theory of planned behavior and reasoned action. *29*, 123-134. From <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Rahnama, H., & Rajabpour, S. (2016, Oktober 19). Identifying effective factors on consumers' choice behavior toward green products: the case of Tehran, the capital of Iran. *24*, 911-925. From <https://link.springer.com/article/10.1007/s11356-016-7791-x>
- REKOMENDASI KEBIJAKAN KONTEN DAUR ULANG DI INDONESIA*. (2025). From Plastic Smart Cities WWF Indonesia: https://plasticsmartcities.wwf.id/storage/user_uploads/9bbb1a4f398155875a796ffab629b1ff.pdf
- Richards, J. A., & Johnson, M. P. (2024). A Case for Theoretical Integration: Combining Constructs From the Theory of Planned Behavior and the Extended Parallel Process Model to Predict Exercise Intentions. *SAGE Journals*, *4(2)*. From <https://journals.sagepub.com/doi/epub/10.1177/2158244014534830>
- Richardson, N. (2024). *Sustainable Marketing Planning*. Routledge.

- Ridwan, P. P. (2023, Maret 7). *Seberapa Pentingkah Produk Ramah Lingkungan Untuk Orang Indonesia?* From GoodStats: <https://goodstats.id/article/seberapa-pentingkah-produk-ramah-lingkungan-untuk-orang-indonesia-seN7F>
- Robries. (n.d.). Retrieved October 23, 2025 from SWITCH-Asia: https://www.aceba.co/site/assets/files/1202/robries_indonesia.pdf
- SIPSN. (n.d.). From SIPSN: <https://sipsn.kemenuk.go.id/sipsn/public/data/komposisi>
- Sun, Y., Wang, S., Gao, L., & Li, J. (2018, April 9). Unearthing the effects of personality traits on consumer's attitude and intention to buy green products. 93, 299-314. From <https://link.springer.com/article/10.1007/s11069-018-3301-4>
- United States Environmental Protection Agency. (2025, May 14). *Recycling Basics and Benefits*. From United States Environmental Protection Agency: <https://www.epa.gov/recycle/recycling-basics-and-benefits>
- Varah, F., Mahongnao, M., Pani, B., & Khamrang, S. (2020, Oktober 3). Exploring young consumers' intention toward green products: applying an extended theory of planned behavior. 23, 9181-9195. From <https://link.springer.com/article/10.1007/s10668-020-01018-z>
- Wang, X., Werff, E. V., Bouman, T., Harder, M. K., & Steg, L. (2021, Februari 18). I Am vs. We Are: How Biospheric Values and Environmental Identity of Individuals and Groups Can Influence Pro-environmental Behaviour. *Frontiers in psychology*, 12. From <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2021.618956/full>
- Witek, L., & Kuźniar, W. (2023, Desember 30). Green Purchase Behaviour Gap: The Effect of Past Behaviour on Green Food Product Purchase Intentions among Individual Consumers. From <https://doi.org/10.3390/foods13010136>
- Yadav, R., & Pathak, G. S. (2016, November 1). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. 135. From <https://doi.org/10.1016/j.jclepro.2016.06.120>
- Yonatan, A. Z. (2024, November 14). *Kesadaran Meningkat, 84% Warga Indonesia Sudah Gunakan Produk Eco-Friendly*. From GoodStats: <https://goodstats.id/article/kesadaran-meningkat-84-warga-indonesia-sudah-gunakan-produk-eco-friendly-ep3bN>
- Yu, S., & Lee, J. (2019, Februari 16). The Effects of Consumers' Perceived Values on Intention to Purchase Upcycled Products. *Sustainability MDPI*. From <https://www.mdpi.com/2071-1050/11/4/1034>
- Yu, S., & Lee, J. (2019). The Effects of Consumers' Perceived Values on Intention to Purchase Upcycled Products. *MDPI Sustainability*. From <https://doi.org/10.3390/su11041034>
- Zayed, M. F., Gaber, H. r., & Essawi, N. E. (2022, Mei 12). Examining the Factors That Affect Consumers' Purchase Intention of Organic Food Products in a Developing Country. From <https://doi.org/10.3390/su14105868>
- Zilberman, D., Perloff, J. M., & Berck, C. S. (2023, November 15). *Sustainable Resource Development in the 21st Century*. From Springer: https://link.springer.com/chapter/10.1007/978-3-031-24823-8_17