Pengaruh Estimasi Masa Depan Hijau dan Motivasi Perlindungan terhadap Kesediaan Membayar Lebih
Layanan Pernikahan Hijau dengan Nilai Persepsi Konsumen sebagai Variabel Pemediasi
Syaikha Berlian Azzahra, Dr. Ina Melati, S.E., M.M.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Agapito, D., Valle, P., & Mendes, J. (2013). *Journal of Travel & Tourism Marketing* (Vol. 30, Number 5).

Agostini, L., Bigliardi, B., Filippelli, S., & Galati, F. (2021). Seller reputation, distribution and intention to purchase refurbished products. *Journal of Cleaner Production*, *316*, 128296. https://doi.org/10.1016/j.jclepro.2021.128296

Ayu, M., Handoyo, P., & Asri, N. P. (2023). *KAJIAN TENTANG FOOD LOSS DAN FOOD WASTE: KONDISI, DAMPAK, DAN SOLUSINYA STUDY ON FOOD LOSS AND FOOD WASTE: CONDITIONS, IMPACT AND SOLUTIONS* (Vol. 10, Number 2).

Boermans, D. D., Jagoda, A., Lemiski, D., Wegener, J., & Krzywonos, M. (2024). Environmental awareness and sustainable behavior of respondents in Germany, the Netherlands and Poland: A qualitative focus group study. *Journal of Environmental Management*, *370*. https://doi.org/10.1016/j.jenvman.2024.122515

Cao, Y. Y., Qin, X. H., Li, J. J., Long, Q. Q., & Hu, B. (2022). Exploring seniors' continuance intention to use mobile social network sites in China: a cognitive-affective-conative model. *Universal Access in the Information Society*, *21*(1), 71–92. https://doi.org/10.1007/s10209-020-00762-3

Colombo, S. L., Chiarella, S. G., Lefrançois, C., Fradin, J., Raffone, A., & Simione, L. (2023). Why Knowing about Climate Change Is Not Enough to Change: A Perspective Paper on the Factors Explaining the Environmental Knowledge-Action Gap. In *Sustainability (Switzerland)* (Vol. 15, Number 20). Multidisciplinary Digital Publishing Institute (MDPI). https://doi.org/10.3390/su152014859

Dietz, T., Kalof, L., & Stern, P. C. (2002). Gender, Values, and Environmentalism. *Social Science Quarterly*, *83*(1), 353–364. https://doi.org/10.1111/1540-6237.00088

Ding, J., & Lee, E. S. (2024). Promoting Consumers' Sustainable Consumption of Online Retail Cold Chain Logistics Services: Extended Applications of SOR and Cognitive-Affective-Conative Theories. *Behavioral Sciences*, *14*(9). https://doi.org/10.3390/bs14090771

UNIVERSITAS
GADJAH MADA
Pengaruh Estimasi Masa Depan Hijau dan Motivasi Perlindungan terhadap Kesediaan Membayar Lebih
Layanan Pernikahan Hijau dengan Nilai Persepsi Konsumen sebagai Variabel Pemediasi
Syaikha Berlian Azzahra, Dr. Ina Melati, S.E., M.M.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, *28*(3), 307–319. https://doi.org/10.1177/002224379102800305

Fitria, A., & Ihsan, M. (2022). *Pemanfaatan Limbah Organik Melalui Desain Produk Sebagai Media Merangkai Bunga (Studi Kasus: Limbah Bunga)*.

FLOYD, D. L., PRENTICE-DUNN, S., & ROGERS, R. W. (2000). A Meta-Analysis of Research on Protection Motivation Theory. *Journal of Applied Social Psychology*, *30*(2), 407–429. https://doi.org/10.1111/j.1559-1816.2000.tb02323.x

Frantz, C. M. P., Bushkin, L., & O'Keefe, D. (2024). Evaluating the usefulness of Protection Motivation Theory for predicting climate change mitigation behavioral intentions among a US sample of climate change deniers and acknowledgers. *BMC Psychology*, *12*(1). https://doi.org/10.1186/s40359-024-02088-8

Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, *390*. https://doi.org/10.1016/j.jclepro.2023.136092

Heriyanto, Utomo, & Pasaman. (n.d.). *Understanding and Uncovering the Behavior, Challenges, and Opportunities*.

Jagdish N. Sheth, B. I. N. B. L. G. (1991). *WhyweBUywhatwebuy*.

Kim, B., & Chen, Y. (2021). The effects of spirituality on visitor behavior: A <scp>cognitive-affective-conative</scp> model. *International Journal of Tourism Research*, *23*(6), 1151–1162. https://doi.org/10.1002/jtr.2474

Kim, Y. H., Kim, D. J., & Wachter, K. (2013). A study of mobile user engagement (MoEN): Engagement motivations, perceived value, satisfaction, and continued engagement intention. *Decision Support Systems*, *56*(1), 361–370. https://doi.org/10.1016/j.dss.2013.07.002

Kothe, E. J., Ling, M., North, M., Klas, A., Mullan, B. A., & Novoradovskaya, L. (2019). Protection motivation theory and pro-environmental behaviour: A systematic mapping review. *Australian Journal of Psychology*, *71*(4), 411–432. https://doi.org/10.1111/ajpy.12271

Kretz. (2012). Climate Change: Bridging the Theory-Action Gap. *Ethics and the Environment*, *17*(2), 9. https://doi.org/10.2979/ethicsenviro.17.2.9

Lim, S. H., & Kim, D. J. (2020). Does Emotional Intelligence of Online Shoppers Affect Their Shopping Behavior? From a Cognitive-Affective-Conative

UNIVERSITAS GADJAH MADA
Pengaruh Estimasi Masa Depan Hijau dan Motivasi Perlindungan terhadap Kesediaan Membayar Lebih
Layanan Pernikahan Hijau dengan Nilai Persepsi Konsumen sebagai Variabel Pemediasi
Syaikha Berlian Azzahra, Dr. Ina Melati, S.E., M.M.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Framework Perspective. *International Journal of Human-Computer Interaction*, *36*(14), 1304–1313. https://doi.org/10.1080/10447318.2020.1739882

Lopes, J. M., Silva, L. F., Massano-Cardoso, I., & Galhardo, A. (2024). Green Purchase Determinants in a Peripheral Region of Europe: How Can Green Marketing Influence Consumers' Decisions? The Mediating Role of Green Awareness of Price. *Administrative Sciences*, *14*(11), 293. https://doi.org/10.3390/admsci14110293

Luo, B., Li, L., & Sun, Y. (2022). Understanding the Influence of Consumers' Perceived Value on Energy-Saving Products Purchase Intention. *Frontiers in Psychology*, *12*. https://doi.org/10.3389/fpsyg.2021.640376

Martin, A., T. Khoshtaria, & Mercan, M. (2024). *The effect of consumption experience on self-perception, willingness to pay, and purchase intention toward green products among Generation Z*.

McColl-Kennedy, J. R., Gustafsson, A., Jaakkola, E., Klaus, P., Radnor, Z. J., Perks, H., & Friman, M. (2015). Fresh perspectives on customer experience. *Journal of Services Marketing*, *29*(6/7), 430–435. https://doi.org/10.1108/JSM-01-2015-0054

Melati. (2020). *Penggunaan Teori Motivasi Perlindungan untuk Menjelaskan Fenomena Panic Buying di Periode Awal Terjadinya Pandemik COVID-19*.

Memon, M. A., Thurasamy, R., Ting, H., Cheah, J. H., & Chuah, F. (2024). CONTROL VARIABLES: A REVIEW AND PROPOSED GUIDELINES. In *Journal of Applied Structural Equation Modeling* (Vol. 8, Number 2). Sarawak Research Society. https://doi.org/10.47263/JASEM.8(2)01

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, *12*(19), 1–31. https://doi.org/10.3390/su12197880

Novita. (2022). *KESEDIAAN UNTUK MEMBAYAR PRODUK RAMAH LINGKUNGAN PADA GENERASI MILENIAL DI INDONESIA*.

Olli, E., Grendstad, G., & Wollebaek, D. (2001). Correlates of Environmental Behaviors. *Environment and Behavior*, *33*(2), 181–208. https://doi.org/10.1177/0013916501332002

Parkinson, J., Russell-Bennett, R., & Previte, J. (2018). Challenging the planned behavior approach in social marketing: emotion and experience matter. *European*

UNIVERSITAS GADJAH MADA
Pengaruh Estimasi Masa Depan Hijau dan Motivasi Perlindungan terhadap Kesediaan Membayar Lebih
Layanan Pernikahan Hijau dengan Nilai Persepsi Konsumen sebagai Variabel Pemediasi
Syaikha Berlian Azzahra, Dr. Ina Melati, S.E., M.M.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Journal of Marketing, *52*(3/4), 837–865. https://doi.org/10.1108/EJM-05-2016-0309

Quoquab, F., & Mohammad, J. (2020). Cognitive, Affective and Conative Domains of Sustainable Consumption: Scale Development and Validation Using Confirmatory Composite Analysis. *Sustainability*, *12*(18), 7784. https://doi.org/10.3390/su12187784

Riorini, V., & Berliyanti, D. O. (2015). *Riorini dan Berliyanti: Anteseden dari Wilingness to pay a Price Premium… ANTESEDEN DARI WILINGNESS TO PAY A PRICE PREMIUM DAN KONSEKUENSINYA TERHADAP PURCHASE INTENTION OF GREEN PRODUCT*.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. www.wileypluslearningspace.com

Shi, J., & Jiang, Z. (2023). Willingness to pay a premium price for green products: does a reference group matter? *Environment, Development and Sustainability*, *25*(8), 8699–8727. https://doi.org/10.1007/s10668-022-02419-y

Tanner, C., & Wölfing Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing*, *20*(10), 883–902. https://doi.org/10.1002/mar.10101

Tung, S., Shih, C., Wei, S., & Chen, Y. (2012). Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior. *British Food Journal*, *114*(7), 997–1015. https://doi.org/10.1108/00070701211241581

Uzir, Md. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, *6*(12), e05710. https://doi.org/10.1016/j.heliyon.2020.e05710

Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. *International Journal of Production Economics*, *181*, 460–469. https://doi.org/10.1016/j.ijpe.2015.08.031

Yadav, R., & Pathak, G. S. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, *134*, 114–122. https://doi.org/10.1016/j.ecolecon.2016.12.019

UNIVERSITAS
GADJAH MADA
**Pengaruh Estimasi Masa Depan Hijau dan Motivasi Perlindungan terhadap Kesediaan Membayar Lebih
Layanan Pernikahan Hijau dengan Nilai Persepsi Konsumen sebagai Variabel Pemediasi**
Syaikha Berlian Azzahra, Dr. Ina Melati, S.E., M.M.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2. https://doi.org/10.2307/1251446

Zelezny, L. C., Chua, P., & Aldrich, C. (2000). New Ways of Thinking about Environmentalism: Elaborating on Gender Differences in Environmentalism. *Journal of Social Issues*, *56*(3), 443–457. https://doi.org/10.1111/0022-4537.00177