

## Daftar Pustaka

- Ajzen, I. 1991. Theory of Planned Behavior. *Organ. Behav. Hum. Decis. Process.* 50, 179–211.
- Alibeli, M.A.; Johnson, C. 2009. Environmental Concern: A Cross National Analysis. *J. Int. Cross-Cult. Stud.*, 3, 1–10.
- Aman, A.L.; Harun, A.; Hussein, Z. 2012. The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable. *Br. J. Arts Soc. Sci.* 7, 145–167.
- Andrea, B.; Gabriella, H.C.; Timea, J. 2016. Y and Z Generations at Work Place. *Journal of Competitiveness.* Vol. 8, Issue 3, pp. 90 – 106.
- Baker, E.W.; Al-Gahtani, S.S.; Hubona, G.S. 2007. The Effect of Gender and Age on New Technology Implementation in a Developing Country: Testing the Theory of Planned Behavior (TPB). *Inform. Technol. People* 20, 352-375
- Bamberg, S. 2003. How does Environmental Concern Influence Specific Environmentally Related Behaviors? A New Answer to an Old Question. *J. Environ. Psychol.*, 23, 21–32.
- Biswas, A.; Roy, M. 2015. Green Products: An Exploratory Study on the Consumer Behaviour in Emerging Economies of the East. *J. Clean. Prod.* 87, 463–468.
- Bonne, K.; Vermeir, I.; Bergeaud-Blackler, F.; Verbeke, W. 2007. Determinants of Halal Meat Consumption in France. *Br. Food J.* 109, 367–386.
- Bradley, J.C.; Waliczek, T.M.; Zajicek, J.M. 2010. Relationship Between Environmental Knowledge and Environmental Attitude of High School Students. *J. Environ. Educ.* 30, 17–21.
- Calkins, M. 2008. Materials for Sustainable Sites: A Complete Guide to the Evaluation, Selection, and Use of Sustainable Construction Materials. *John Wiley & Sons*: New York, NY, USA,
- Chairy, C. 2012. Spirituality, Self-Transcendence, and Green Purchase Intention in College Students. *J. Soc. Behav. Sci.* 57, 243–246.
- Chan, R.Y.K. dan Loretta B.Y.L. 2000. Antecedents of green purchases: a survey in China. *Journal of Consumer Marketing*, Vol. 17, No. 4, pp. 338-357.

- Chen, M.-F.; Tung, P.-J. 2014. Developing an Extended Theory of Planned Behavior Model to Predict Consumers' Intention to Visit Green Hotels. *Int. J. Hosp. Manag.* 36, 221–230.
- Chen, T. B. & Chai, L. T. 2010. Attitude towards Environment and Green Products: Consumer's Perspective. *Management Science and Engineering*, 4(2), 27-39.
- Diamantopoulos, A.; Schlegelmilch, B.B.; Sinkovics, R.R.; Bohlen, G.M. 2003. Can Socio-Demographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation. *J. Bus. Res.* 56, 465–480.
- Dickinger, A. & Kleijnen, M. 2008. Coupons Going Wireless: Determinants of Consumer Intention to Redeem Mobile Coupons. *Journal of Interactive Marketing*, 22(3), 23-39.
- Fazio, R.H. 1995. Attitudes as object-evaluation associations: Determinants, consequences, and correlates of attitude accessibility. *Attitude Strength Anteced. Conseq.* 4, 247–282.
- Fink, A. 2003. *The Survey Kit, 2<sup>nd</sup> Edition*. Thousand Oaks, CA: Sage.
- [Ghozali, I. 2011. \*Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM Edisi ke 7\*. Semarang: Badan Penerbit Universitas Diponegoro.](#)
- [Gonzaga, Diego. 2017. \*Setiap Plastik yang Pernah Dibuat, Masih ada Hingga Kini. Begini Ceritanya\*. Diakses pada 23 November 2018. \[http://www.greenpeace.org/seasia/id/blog/setiap-plastik-yang-pernah-dibuat-itu-masih-a/blog/58552/?gclid=Cj0KCOiA597fBRCzARIsAHWby0HcSAgldw\\\_gHhUbZdgbkOqSFzwYTE647K5XjnX8nFZhsxC1OYJktjIaArOFEALw\\\_wcB\]\(http://www.greenpeace.org/seasia/id/blog/setiap-plastik-yang-pernah-dibuat-itu-masih-a/blog/58552/?gclid=Cj0KCOiA597fBRCzARIsAHWby0HcSAgldw\_gHhUbZdgbkOqSFzwYTE647K5XjnX8nFZhsxC1OYJktjIaArOFEALw\_wcB\)](#)
- Gracia, A.; de Magistris, T. 2013. Organic Food Product Purchase Behaviour: A Pilot Study for Urban Consumers in the South of Italy. *Span. J. Agric. Res.* 5, 439–451.
- Hair, J.F., W.C. Black, B.J. Babin, R.E. Anderson, R.L. Tatham. 2006. *Multivariate Data Analysis, 6<sup>th</sup> Ed.*, New Jersey : Prentice Hall
- Han, H.; Hsu, L.-T.J.; Sheu, C. 2010. Application of the Theory of Planned Behavior to Green Hotel Choice: Testing the Effect of Environmental Friendly Activities. *Tour. Manag.* 31, 325–334.

- Han, H. & Kim, Y. 2010. An Investigation of Green Hotel Customer's Decision Formation: Developing an Extended Model of the Theory of Planned Behavior. *International Journal of Hospitality Management*, 29(4), 659-668.
- Hanson, C.B. 2013. Environmental Concern, Attitude Toward Green Corporate Practices, and Green Consumer Behavior in the United States and Canada. *ASBBS E J.* 9, 62.
- Hee, S. 2000. Relationships Among Attitudes and Subjective Norm: Testing the Theory of Reasoned Action Cultures. *Commun. Stud.* 51, 162–175.
- Hill, H.; Lynchehaun, F. 2002. Organic Milk: Attitudes and Consumption Patterns. *Br. Food J.* 104, 526–542.
- Irawan, R.; Darmayanti, D. 2012. The Influence Factors of Green Purchasing Behavior: A Study of University Students in Jakarta. In *Proceedings of the 6th Asian Business Research Conference*, Bangkok, Thailand, 8–10 April 2012; pp. 1–11.
- [Juniman, Puput T. 2018.](https://www.cnnindonesia.com/gaya-hidup/20180629142643-282-310154/gerakan-tanpa-sedotan-cara-baru-kurangi-sampah-plastik) Gerakan Tanpa Sedotan, Cara Baru Kurangi Sampah Plastik. Diakses pada 23 November 2018.  
<https://www.cnnindonesia.com/gaya-hidup/20180629142643-282-310154/gerakan-tanpa-sedotan-cara-baru-kurangi-sampah-plastik>
- Kim, Y.; Yun, S.; Lee, J. 2014. Can Companies Induce Sustainable Consumption? The Impact of Knowledge and Social Embeddedness on Airline Sustainability Programs in the US. *Sustainability* 6, 3338–3356.
- Khumar, Prashant dan Ghodeswar, Bhimrao M. 2015. Factor Affecting cConsumers' Green Product Purchase Decisions. *Marketing Intelligence & Planning*, Vol. 33 No. 3, 2015 pp. 330-347
- Lee, N.; Choi, Y.J.; Youn, C.; Lee, Y. 2012. Does Green Fashion Retailing Make Consumers More Eco-Friendly? The Influence of Green Fashion Products and Campaigns on Green Consciousness and Behavior. *Cloth. Text. Res. J.* 30, 67–82.
- Lijuan, L. 2003. Enhancing sustainable development through developing green food: China's option. In Sub-Regional Workshop; *Dfid Ii Project*, Ed.; United Nations in Bangkok: BKK, Thailand, 2003.
- Lind, W.; Marchal, W.; Wathen, S. 2011. *Statistical Techniques in Business and Economics 15 edition*. New York: McGraw-Hill

- [Maichum, Kamonthip & Parichatnon, Surakiat & Peng, Ke-Chung. 2016. \*Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers. Sustainability. 8. 1077. 10.3390/su8101077, 1-20\*](#)
- Moorman, C.; Diehl, K.; Brinberg, D.; Kidwell, B. 2004. Subjective Knowledge, Search Locations, and Consumer Choice. *J. Consum. Res.* 31, 673–680.
- Mostafa, M.M. 2007. A Hierarchical Analysis of the Green Consciousness of the Egyptian Consumer. *Psychol. Mark.* 24, 445–473.
- Ottman, J. 1992. Sometimes Consumers Will Pay More to Go Green. *Mark. News.* 26, 16.
- Patch, C.S.; Tapsell, L.C.; Williams, P.G. 2005. Attitudes and Intentions Toward Purchasing Novel Foods Enriched With Omega-3 Fatty Acids. *J. Nutr. Educ. Behav.* 37, 235–241.
- Paul, J.; Modi, A.; Patel, J. 2016. Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action. *J. Retail. Consum. Serv.* 29, 123–134.
- [Puspita, Sherly. 2018. Indonesia Penyumbang Sampah Plastik Terbesar Kedua di Dunia. Diakses pada 23 November 2018. <https://megapolitan.kompas.com/read/2018/08/19/21151811/indonesia-penyumbang-sampah-plastik-terbesar-kedua-di-dunia>](#)
- [Sekaran, U.; Bougie, R. 2016. \*Research Method for Business: A Skill Building Approach. New Jersey: John Wiley & Sons\*](#)
- [Tashandra, Nabilla. 2018. Lima Alternatif Pengganti Sedotan Plastik, Mau Coba?. Diakses pada 23 November 2018. <https://lifestyle.kompas.com/read/2018/07/03/201521420/lima-alternatif-pengganti-sedotan-plastik-mau-coba>](#)
- Taufik, K.M.R.; Siwar, C.; Chamhuri, N.; Sarah, F.H. 2016. Integrating General Environmental Knowledge and Eco-Label Knowledge in Understanding Ecologically Conscious Consumer Behavior. *Procedia Econ. Financ.* 37, 39–45.
- Tsen, C.-H.; Phang, G.; Hasan, H.; Buncha, M.R. 2006. Going Green: A Study of Consumers' Willingness to Pay for Green Products in Kota Kinabalu. *Int. J. Bus. Soc.* 7, 40–54.

- Wang, P.; Liu, Q.; Qi, Y. 2014. Factors Influencing Sustainable Consumption Behaviors: A Survey of the Rural Residents in China. *J. Clean. Prod.* 63, 152–165.
- Yadav, R.; Pathak, G.S. 2016. Young Consumers' Intention Towards Buying Green Products in a Developing Nation: Extending the Theory of Planned Behavior. *J. Clean. Prod.* 135, 732–739.
- Yang, Z.J.; Kahlor, L. 2013. What, Me Worry? The Role of Affect in Information Seeking and Avoidance. *Sci. Commun.* 35, 189–212.
- Yong, N.L, Ariffin, S.K, Nee, Y.G, Wahid, N.A. 2017. A Study of Factors influencing Consumer's Purchase Intention toward Green Vehicles: Evidence from Malaysia. *Global Business and Management Research* 9, no. 4: 281-297,
- Zemke, R., Raines, C., & Filipczak, B. 2000. *Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace*. New York: American Management Association
- Zhao, H.-H.; Gao, Q.; Wu, Y.-P.; Wang, Y.; Zhu, X.-D. 2014. What Affects Green Consumer Behavior in China? A Case Study from Gingdao. *J. Clean. Prod.* 63, 143–151.
- Zhou, Y.; Thøgersen, J.; Ruan, Y.; Huang, G. 2013. The Moderating Role of Human Values Planned Behaviour: The Case of Chinese Consumers' Intention to Buy Organic Food. *J. Consum. Mark.* 30, 335–344.
- Zukin, S.; Maguire, J.S. 2004. Consumers and Consumption. *Annu. Rev. Sociol.* 30, 173–197.