

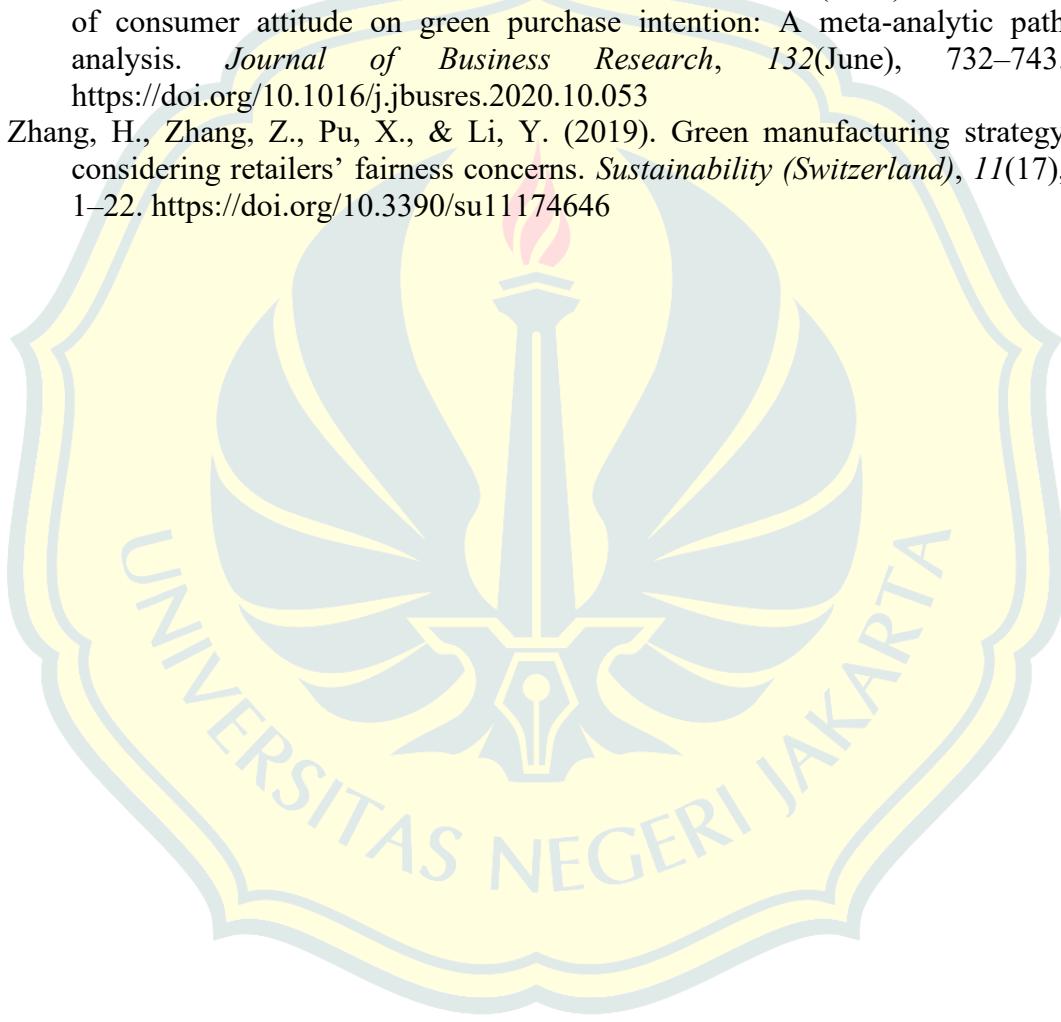
DAFTAR PUSTAKA

- Ali, M., Ullah, S., Ahmad, M. S., Cheok, M. Y., & Alenezi, H. (2023). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environment. *Environmental Science and Pollution Research*, 30(9), 23335–23347. <https://doi.org/10.1007/s11356-022-23811-1>
- Anwar, S. (2020). Gaya Hidup Dan Perilaku Kaum Urban Pekerja Kelas Menengah Jakarta Di Era Global. *Pekobis : Jurnal Pendidikan, Ekonomi, Dan Bisnis*, 5(1), 5–24. Retrieved from http://repo.iain-tulungagung.ac.id/5510/5/BAB_2.pdf
- Astuti, K., Batubara, H. M., Rosalina, R., Evanita, S., & Friyatmi, F. (2024). Effect of Green Marketing Mix on Purchase Intention: Moderating Role of Environmental Knowledge. *Jurnal Apresiasi Ekonomi*, 12(1), 238–239. <https://doi.org/10.31846/jae.v12i1.682>
- Bathmathan, V., & Rajadurai, J. (2019). Green marketing mix strategy using modified measurement scales – a performance on Gen Y green purchasing decision in Malaysia. *International Journal of Engineering and Advanced Technology*, 9(1), 3612–3618. <https://doi.org/10.35940/ijeat.A2699.109119>
- Bielefeldt Bruun, M., & Langkjær, M. A. (2016). Sportswear: Between Fashion, Innovation and Sustainability. *Fashion Practice*, 8(2), 181–188. <https://doi.org/10.1080/17569370.2016.1221931>
- BPS DKI Jakarta. (2024a). Jumlah Penduduk Menurut Kabupaten/Kota di Provinsi DKI Jakarta (Jiwa), 2022-2023. Retrieved from <https://jakarta.bps.go.id/id/statistics-table/2/MTI3MCMMy/jumlah-penduduk-menurut-kabupaten-kota-di-provinsi-dki-jakarta-.html>
- BPS DKI Jakarta. (2024b). Persentase Penduduk Laki-Laki dan Perempuan Berumur 15 Tahun ke Atas menurut Kabupaten/Kota dan Tingkat Pendidikan Tertinggi yang Ditamatkan (Ijazah/STTB Tertinggi yang Dimiliki) (Persen), 2022-2023. Retrieved from <https://jakarta.bps.go.id/id/statistics-table/2/MTMyNyMy/persentase-penduduk-laki-laki-dan-perempuan-berumur-15-tahun-ke-atas-menurut-kabupaten-kota-dan-tingkat-pendidikan-tertinggi-yang-ditamatkan--ijazah-sttb-tertinggi-yang-dimiliki---persen-.html>
- BPS DKI Jakarta. (2024c). Rata-Rata Upah/Gaji (Rupiah). Retrieved from <https://www.bps.go.id/id/statistics-table/2/MTUyMSMy/average-of-net-wage-salary.html>
- Chang, K. C., Hsu, C. L., Hsu, Y. T., & Chen, M. C. (2019). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, 49(April), 336–345. <https://doi.org/10.1016/j.jretconser.2019.04.012>
- Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021). The empirical analysis of green innovation for fashion brands, perceived value and green purchase intention-mediating and moderating effects. *Sustainability (Switzerland)*, 13(8). <https://doi.org/10.3390/su13084238>
- Dhir, A., Talwar, S., Sadiq, M., Sakashita, M., & Kaur, P. (2021). Green apparel buying behaviour: A Stimulus–Organism–Behaviour–Consequence (SOBC)

- perspective on sustainability-oriented consumption in Japan. *Business Strategy and the Environment*, 30(8), 3589–3605. <https://doi.org/10.1002/bse.2821>
- Gusmiarti, I. (2024). Tren Pembelian Produk Ramah Lingkungan Meningkat Secara Global. Retrieved from <https://data.goodstats.id/statistic/tren-pembelian-produk-ramah-lingkungan-meningkat-secara-global-PjETy>
- Hair, J. F. H., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage publications.
- Hair, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107.
- Karunaratna, A. K. P., Bandara, V. K., Silva, A. S. T., & De Mel, W. D. H. (2020). Impact of Green Marketing Mix on Customers' Green Purchasing Intention with Special Reference to Sri Lankan Supermarkets. *South Asian Journal of Marketing*, 2020(1), 127–153. <https://doi.org/10.13140/RG.2.2.25067.77606>
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14106107>
- Khan, S., Edwin, C., Ahmad, A., & Shah, A. (2020). The Impact of Green Marketing Mix on Consumer Purchase the Impact of Green Marketing Mix on Consumer Purchase Intention. *Iqra Journal of Business and Management (IJBm)*, (January).
- Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(2), 205–216. <https://doi.org/10.36407/jmsab.v5i2.588>
- Mehraj, D., & Qureshi, I. H. (2020). Determinants of green marketing mix in developing economies: Conceptualisation and scale validation approach. *Business Strategy and Development*, 3(4), 522–530. <https://doi.org/10.1002/bsd2.114>
- Munamba, R., & Nuangjamnong, C. (2021). The Impact of Green Marketing Mix and Attitude towards the Green Purchase Intention among Generation Y Consumers in Bangkok. *SSRN Electronic Journal*, (November 2021). <https://doi.org/10.2139/ssrn.3968444>
- Mutum, D. S., Ghazali, E. M., & Wei-Pin, W. (2021). Parallel mediation effect of consumption values and the moderation effect of innovativeness, in predicting the influence of identity on green purchasing behavior. *Journal of Consumer Behaviour*, 20(3), 827–844. <https://doi.org/10.1002/cb.1913>
- Nike. (2024). MOVE TO ZERO. Retrieved from <https://www.nike.com/id/sustainability?msockid=27e6b357101f6aea30f1a7c3115a6b5d>
- Pratiwi, R. S. (2020). Nike Perkenalkan Sneaker Ramah Lingkungan, Challenger OG “Mean Green.” Retrieved from <https://lifestyle.kompas.com/read/2020/12/31/160237620/nike-perkenalkan-sneaker-ramah-lingkungan-challenger-og-mean-green#:~:text=Sepatu Nike>

- seri Challenger ini dibuat dengan setidaknya,dan heel tab hadir dalam warna serba hitam.
- Putri, Y. A. (2022). The Effect of Green Marketing Mix on Purchase Intention of Body Shop Products in Palembang City. *Jurnal Penelitian Ilmu Manajemen (JPIM)*, 7(2), 271–281.
- Rizqiyah, A. (2023). Sampah Pakaian Makin Banyak, Saatnya Sudahi Konsumsi Fast Fashion. Retrieved from <https://goodstats.id/article/sampah-pakaian-makin-banyak-saatnya-sudahi-konsumsi-fast-fashion-Bx10s>
- Sabri, N. A. S., Mansor, N., & Musa, H. (2020). The Influence of Green Marketing Mix on Consumer. *International Journal of Human and Technology Interaction*, 4(1), 89–94.
- Sadya, S. (2023). Ini Sederet Produk Paling Banyak Dibeli Warga RI pada Awal 2023. Retrieved from <https://dataindonesia.id/varia/detail/ini-sederet-produk-paling-banyak-dibeli-warga-ri-pada-awal-2023>
- Sinambela, E. A., Azizah, E. I., & Putra, A. R. (2022). The Effect of Green Product, Green Price, and Distribution Channel on The Intention to Repurchasing Simple Face Wash. *Journal of Business and Economics Research (JBE)*, 3(2), 156–162. <https://doi.org/10.47065/jbe.v3i2.1766>
- Sistem Informasi Pengelolaan Sampah Nasional (SIPSN). (2023). Capaian Kinerja Pengelolaan Sampah. Retrieved from <https://sipsn.menlhk.go.id/sipsn/>
- Statista. (2024). Sales of the biggest athletic apparel, accessories and footwear companies worldwide in 2023. Retrieved from <https://www.statista.com/statistics/900271/leading-sportswear-and-performance-wear-companies-by-sales-worldwide/>
- Sugandini, D., Muafi, M., Susilowati, C., Siswanti, Y., & Syafri, W. (2020). Green supply chain management and green marketing strategy on green purchase intention: SMEs cases. *Journal of Industrial Engineering and Management*, 13(1), 79–92. <https://doi.org/10.3926/jiem.2795>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14105939>
- Tian, Z., Sun, X., Wang, J., Su, W., & Li, G. (2022). Factors Affecting Green Purchase Intention: A Perspective of Ethical Decision Making. *International Journal of Environmental Research and Public Health*, 19(18). <https://doi.org/10.3390/ijerph19181151>
- Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- Wang, H., Ma, B., Bai, R., & Zhang, L. (2021). The unexpected effect of frugality on green purchase intention. *Journal of Retailing and Consumer Services*, 59(July), 102385. <https://doi.org/10.1016/j.jretconser.2020.102385>
- Wati, N. W. K., Astari, A. A. E., & Mulyani, P. A. (2023). Pengaruh Eco Labeling Dan Green Marketing Mix Terhadap Green Product Purchase Intention (Studi Kasus Pada Agro Wisata Abian Salak Desa Sibetan, Bebandem Kab. Karangasem). *Jurnal Review Pendidikan Dan Pengajaran*, 6(4), 438–444.

- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability (Switzerland)*, 13(11), 1–40. <https://doi.org/10.3390/su13116219>
- Zaky, M. H., & Made, P. N. (2020). Green Marketing Mix Berpengaruh Terhadap Keputusan pembelian produk Big Tree Farms di Lotus food Services. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132(June), 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zhang, H., Zhang, Z., Pu, X., & Li, Y. (2019). Green manufacturing strategy considering retailers' fairness concerns. *Sustainability (Switzerland)*, 11(17), 1–22. <https://doi.org/10.3390/su11174646>



Intelligentia - Dignitas