

DAFTAR PUSTAKA

- Acer. (2024, 21 Februari). Tentang Acer Indonesia. Diakses pada 21 Februari 2024 dari, <https://www.acerid.com/>
- Acer. (2024, 21 Februari). 6 Spesifikasi Acer Aspire Vero yang Tangguh dan Ramah Lingkungan. Diakses pada 21 Februari 2024 dari, <https://www.acerid.com/berita-teknologi/spesifikasi-acer-aspire-vero-yang-ramah-lingkungan>
- Adialita, T., & F. Sigarlaki, F. (2021). *Consumers' Green Purchase Behavior in West Java, Indonesia: Applying The Theory of Planned Behavior*. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3803703>
- Ahmadi Majid, Faridchehr Elham, & Ahmadi Mohammad. (2019). *Assessing the Role of Self-Efficacy and Social Tendencies in Green Purchase Intention and Behavior*. *Quarterly Journal of Environmental Education and Sustainable Development* , 7(4), 143–159.
- Ajzen, I. (2005). *Attitudes, Personality And Behavior*. Library of Congress Cataloging.
- Al-Jundi, S. A., Shuhaiber, A., & Augustine, R. (2019). *Effect of consumer innovativeness on new product purchase intentions through learning process and perceived value*. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1698849>
- Al Kurdi, B., Alshurideh, M., Nuseir, M., Aburayya, A., & Salloum, S. A. (2021). *The Effects of Subjective Norm on the Intention to Use Social Media Networks: An Exploratory Study Using PLS-SEM and Machine Learning Approach*. *Advances in Intelligent Systems and Computing*, 1339(January 2022), 581–592. https://doi.org/10.1007/978-3-030-69717-4_55
- Alim, D. S. (2024). Analisis Faktor-Faktor Yang Membentuk Niat Beli Ulang Konsumen Pada Marketplace. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(11), 449–471.
- Alsop, T. (2023). *Acer's personal computer (PC) shipment share worldwide from 2011 to 2023, by quarter*. Statista. <https://www.statista.com/statistics/298980/pc-shipments-worldwide-acer-group-market-share/>
- Alwathoni, R. H. (2021). Pengaruh *Product Knowledge, Brand Image Dan Brand Trust*

Terhadap Loyalitas Nasabah (Studi Kasus Pada Nasabah Bank Syariah Indonesia Berdomisili Di Tangerang Selatan). Universitas Islam Negri Syarif Hidayatullah.

Angela Diva Vilaningrum, M. W. (2022). Niat Beli Produk Hijau Dan Faktor-Faktor Yang Mempengaruhinya Di Indonesia. *Modus*, 36(1), 94–113.

Anggraeni, D., & Balqiah, T. E. (2021). Faktor-Faktor yang Mempengaruhi *Environmentally Conscious Consumer Behavior: Peran Mediasi Perceived Consumer Effectiveness*. *Jurnal Manajemen Dan Usahawan Indonesia*, 44(1), 61–73.

Anggraeni, D., & Tengku, B. E. (2018). Faktor-Faktor Yang Mempengaruhi Mahasiswa Faktor-Faktor Yang Mempengaruhi Mahasiswa. *Jurnal Ilmu Dan Riset Akuntansi*, 7(9), 1–19.

Anuraga, G. (2021). Pelatihan Pengujian Hipotesis Statistika Dasar Dengan Software. *Budimas*, 3(02), 587–599.

APJII. (2024,21 Februari). Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang. Asosiasi Penyelenggara Jasa Internet Indonesia. Diakses pada 21 Februari 2024 , dari <https://teknologi.bisnis.com/read/20230308/101/1635219/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>

Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.

Asih, D., Setini, M., Soelton, M., Muna, N., Putra, I. G. C., Darma, D. C., & Judiarni, J. A. (2020). *Predicting green product consumption using theory of planned behavior and reasoned action*. *Management Science Letters*, 10(14), 3367–3374. <https://doi.org/10.5267/j.msl.2020.5.042>

Auerswald, M., & Moshagen, M. (2019). *How to determine the number of factors to retain in exploratory factor analysis: A comparison of extraction methods under realistic conditions*. *Psychological Methods*, 24(4), 468–491. <https://doi.org/10.1037/met0000200>

Basri, A. I. (2019). Pengaruh Kualitas Layanan Terhadap Kepuasan dan Loyalitas Nasabah Bank Pengguna E-Banking. *The Journal Of Business and Management*, 2(1), 1–18.

Basto, M., & Pereira, J. M. (2012). *An SPSS R-menu for ordinal factor analysis*. *Journal of Statistical Software*, 46(4). <https://doi.org/10.18637/jss.v046.i04>

- Bedard, S. A. N., & Tolmie, C. R. (2018). *Millennials' green consumption behaviour: Exploring the role of social media. Corporate Social Responsibility and Environmental Management*, 25(6), 1388–1396. <https://doi.org/10.1002/csr.1654>
- Budiastuti, D., & Bandur, A. (2018). *Validitas Dan Reliabilitas Alidit An Reliabilit Penelitian. Mitra Wacana Media. Http//Www.Mitrawacanamedia.Com*
- Canova, L., Bobbio, A., & Manganeli, A. M. (2020). *Buying Organic Food Products: The Role of Trust in the Theory of Planned Behavior. Frontiers in Psychology*, 11(October). <https://doi.org/10.3389/fpsyg.2020.575820>
- Chang, H. H., Tsai, S. H., & Huang, C. C. (2019). *Sustainable development: The effects of environmental policy disclosure in advertising. Business Strategy and the Environment*, 28(8), 1497–1506. <https://doi.org/10.1002/bse.2325>
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). *The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. International Journal of Environmental Research and Public Health*, 17(11), 1–17. <https://doi.org/10.3390/ijerph17114089>
- Cheung, L. T. O., Chow, A. S. Y., Fok, L., Yu, K. M., & Chou, K. L. (2017). *The effect of self-determined motivation on household energy consumption behaviour in a metropolitan area in southern China. Energy Efficiency*, 10(3), 549–561. <https://doi.org/10.1007/s12053-016-9472-5>
- Cho, Y. N., Thyroff, A., Rapert, M. I., Park, S. Y., & Lee, H. J. (2013). *To be or not to be green: Exploring individualism and collectivism as antecedents of environmental behavior. Journal of Business Research*, 66(8), 1052–1059. <https://doi.org/10.1016/j.jbusres.2012.08.020>
- Choi, D., & Johnson, K. K. P. (2019). *Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. Sustainable Production and Consumption*. <https://www.sciencedirect.com/science/article/pii/S2352550918303038>
- Clyne, G. (2019). *Social Media Marketing Mastery*. Amazon Publishing.
- Cooley, D., & Parks-Yancy, R. (2019). *The Effect of Social Media on Perceived Information Credibility and Decision Making. Journal of Internet Commerce*, 18(3), 249–269. <https://doi.org/10.1080/15332861.2019.1595362>

- Dianti, N. R., & Paramita, E. L. (2021). *Green Product dan Keputusan Pembelian Konsumen Muda*. *Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 130–142. <https://doi.org/10.33059/jseb.v12i1.2301>
- Divity, A. H., Rahadhini, M. D., & Triastity, R. (2020). *the Role of Digital Marketing on Purchase Intention and Purchase Decisions At Kopi Si Budi Surakarta*. *International Conference on Techonlogy, Education, and Social Science 2020*, 29(4), 1113–1120.
- Dr. Ari Saptono, S.E., M. P. (2021). *Pedoman Penulisan Skripsi dan Proposal Skripsi 2021 Fakultas Ekonomi dan Bisnis Universitas Negeri Jakarta*. 41.
- Duffett, R. G., Edu, T., & Negricea, I. C. (2019). *YouTube marketing communication demographic and usage variables influence on Gen Y's cognitive attitudes in South Africa and Romania*. *Electronic Journal of Information Systems in Developing Countries*, 85(5), 1–13. <https://doi.org/10.1002/isd2.12094>
- Erkan, I., & Evans, C. (2016). *The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption*. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Gabriella, D. A., & Sugiarto, A. (2020). *Kesadaran Dan Perilaku Ramah Lingkungan Mahasiswa Di Kampus*. *Jurnal Ilmu Sosial Dan Humaniora*, 9. <https://doi.org/http://dx.doi.org/10.23887/jish-undiksha.v9i2.21061>
- Ghvanidze, S., Velikova, N., Dodd, T. H., & Oldewage-Theron, W. (2016). *Consumers' environmental and ethical consciousness and the use of the related food products information: The role of perceived consumer effectiveness*. *Appetite*, 107, 311–322. <https://doi.org/10.1016/j.appet.2016.08.097>
- Hair J, R, A., Babin B, & Black W. (2014). *Multivariate Data Analysis.pdf*. In *Australia : Cengage: Vol. 7 edition (p. 758)*.
- Hajli, N. (2014). *A study of the impact of social media on consumers*. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Han, H. (2021). *Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research*. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2021.1903019>

- Handayani, R. (2020). Metodologi Penelitian Sosial. In *Jakarta: Bumi Aksara* (1st ed., Issue April). Trussmedia Grafika. https://difarepositories.uin-suka.ac.id/152/1/metodologi_penelitian_sosial.pdf
- Hayati, H., Alwi, W., & Sauddin, A. (2021). Faktor-Faktor yang Memengaruhi Tingkat Stres Mahasiswa Prodi Matematika Fakultas Sains dan Teknologi Universitas Islam Negeri Alauddin Makassar dalam Menyelesaikan Tugas Akhir Menggunakan *Confirmatory Factor Analysis* (CFA). *Jurnal MSA (Matematika Dan Statistika Serta Aplikasinya)*, 9(1), 37. <https://doi.org/10.24252/msa.v9i1.19142>
- He, Q., Duan, Y., Wang, R., & Fu, Z. (2019). *Factors affecting consumers' purchase intention of eco-friendly food in China: The evidence from respondents in Beijing. International Journal of Consumer Studies*, 43(5), 457–470. <https://doi.org/10.1111/ijcs.12525>
- He, X., & Zhan, W. (2018). *How to activate moral norm to adopt electric vehicles in China? An empirical study based on extended norm activation theory. Journal of Cleaner Production*, 172, 3546–3556. <https://doi.org/10.1016/j.jclepro.2017.05.088>
- Heo, J., & Muralidharan, S. (2019). *What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2017.1303623>
- Heo, Jun, & Muralidharan, S. (2017). *What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. Journal of Marketing Communications*, 25(4), 421–437. <https://doi.org/10.1080/13527266.2017.1303623>
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). *Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. Journal of Retailing and Consumer Services*, 34(August 2016), 145–152. <https://doi.org/10.1016/j.jretconser.2016.10.006>
- Hynes, N., & Wilson, J. (2016). *I do it, but don't tell anyone! Personal values, personal and social norms: Can social media play a role in changing pro-environmental behaviours? Technological Forecasting and Social Change*, 111, 349–359. <https://doi.org/10.1016/j.techfore.2016.06.034>

- Indriani, I A D, Rahayu, M., & Hadiwidjojo, D. (2019). *The influence of environmental knowledge on green purchase intention the role of attitude as mediating variable.* *International Journal of ...*
<https://ijmmu.com/index.php/ijmmu/article/view/706>
- Indriani, Ida Ayu Debora. (2019). Peran Attitude Sebagai Mediasi Environmental Knowledge Dan Green Brand Image Terhadap Green Purchase Intention. universitas brawijaya.
- Indriyani, R. M., & Ningrum, N. K. (2021). Pengaruh Sikap Terhadap Niat Beli Produk Di Mediasi Oleh Pengetahuan Lingkungan Dan Kepedulian Lingkungan. *E-Jurnal Manajemen*, 10. <https://doi.org/10.24843/Ejmunud.2021.V10.I10.P05>
- Istifaizah, N. (2017). Hubungan Antara Sikap, Norma Subjektif, Persepsi Dan Self Efficacy Dengan Intensi Berhenti Merokok Pada Remaja Putra Di Smk Pgri. Airlangga Surabaya.
- Jaiswal, D., & Kant, R. (2018). *Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers.* *Journal of Retailing and Consumer Services*, 41(August 2017), 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). *Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era.* *Frontiers in Psychology*, 12(January), 1–12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jayani, D. H. (2024,21 Februari). 6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat. Databoks. Diakses pada 21 Februari 2024 dari, <https://databoks.katadata.co.id/produkkonsumen/statistik/5386e2abd861ada/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Jennings, R. (2024, 21 Februari). Acer Cari Laptop Ramah Lingkungan Berbahan Daur Ulang Seiring Melambatnya Penjualan PC. Forbes. Diakses pada 21 Februari 2024 dari, <https://www.forbes.com/sites/ralphjennings/2022/07/05/acer-looks-to-eco-friendly-laptops-made-from-recycled-materials-as-pc-sales-slow/?sh=39817f94424d>
- Jogiyanto. (2007). Sistem Informasi Keperilakuan. Andi Offset.
- Joshi, Y., & Rahman, Z. (2019). *Consumers' sustainable purchase behaviour:*

Modeling the impact of psychological factors. Ecological Economics.
<https://www.sciencedirect.com/science/article/pii/S092180091830154X>

- Jung, H. J., Choi, Y. J., & Oh, K. W. (2020). *Influencing factors of chinese consumers' purchase intention to sustainable apparel products: Exploring consumer "attitude-behavioral intention" gap. Sustainability (Switzerland), 12(5), 1–14.*
<https://doi.org/10.3390/su12051770>
- Kabadayı, E. T., Dursun, İ., Alan, A. K., & Tuğer, A. T. (2015). *Green Purchase Intention of Young Turkish Consumers: Effects of Consumer's Guilt, Self-monitoring and Perceived Consumer Effectiveness. Procedia - Social and Behavioral Sciences, 207, 165–174.*
<https://doi.org/10.1016/j.sbspro.2015.10.167>
- Kadir. (2019). *Statistika Terapan: Konsep, Contoh dan Analisis Data dengan Program SPSS/ Lisrel dalam Penelitian (Cetakan ke). Rajawali Pers, 2019.*
- Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). *"Why do We Buy Green Products?" An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. Sustainability (Switzerland), 14(2), 1–28.*
<https://doi.org/10.3390/su14020689>
- Karatu, V. M. H., & Mat, N. K. N. (2015). *The Mediating effects of green trust and perceived behavioral control on the direct determinants of intention to purchase green products in Nigeria. Mediterranean Journal of Social Sciences, 6(4), 256–265.* <https://doi.org/10.5901/mjss.2015.v6n4p256>
- Kaufmann, H. R., Panni, M. F. A. K., & Orphanidou, Y. (2012). *Factors affecting consumers' green purchasing behavior: An integrated conceptual framework. Amfiteatru Economic, 14(31), 50–69.*
- Koch, J. A., Ittersum, K. van, & Bolderdijk, J. W. (2018). *Disgusting? No, Just Different! Understanding Consumer Skepticism Towards Sustainable Food Innovations. Advances in Consumer Research, 32(1), 568–575.*
<http://www.jstor.org/stable/10.1086/429607>
- Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). *The Influence of Consumers' Perception of green Products on Green Purchase Intention. International Journal of Asian Social Science, 4(8), 924–939.* [http://www.aessweb.com/pdf-files/ijass-2014-4\(8\)-924-939.pdf](http://www.aessweb.com/pdf-files/ijass-2014-4(8)-924-939.pdf)
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management. 15th edition*

(16e ed.). Harlow, Essex Pearson Education Limited.

- Kriyantono, R. (2020). Teknik Praktis Riset Komunikasi: Kuantitatif dan Kualitatif (Disertai Contoh Praktis) (Edisi 2). Kencana.
http://digilib.ubd.ac.id//index.php?p=show_detail&id=7725
- Kumar, N., Garg, P., & Singh, S. (2022). *Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern*. *Journal of Global Fashion Marketing*, 13(2), 134–150.
<https://doi.org/10.1080/20932685.2021.2016062>
- LaMorte. (2016). “*Theory of planned behavior*”,. [http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/%0A Behavioral Change Theories/ Behavioral Change Theories%0A](http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/%0A%20Behavioral%20Change%20Theories/Behavioral%20Change%20Theories%0A)
- Lee, D., Hosanagar, K., & Nair, H. S. (2018a). *Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook*. *Management Science Published online in Articles in Advance*. *Management Science*, January, 1–27.
- Lee, D., Hosanagar, K., & Nair, H. S. (2018b). *Advertising content and consumer engagement on social media: Evidence from Facebook*. *Management Science*, 64(11), 5105–5131. <https://doi.org/10.1287/mnsc.2017.2902>
- Malhotra, N. K., Lopes, E. L., & Veiga, R. T. (2014). *Modelagem de Equações Estruturais com Lisrel: Uma Visão Inicial*. *Revista Brasileira de Marketing*, 13(2), 28–43. <https://doi.org/10.5585/remark.v13i2.2698>
- Marde, S., & Verite-Masserot, C. (2018). *Antecedents of green consumption: a scale of measure*. *Journal of Consumer Marketing*, 35(4), 414–425.
<https://doi.org/10.1108/JCM-08-2016-1927>
- Michel, J. F., Mombeuil, C., & Diunugala, H. P. (2023). *Antecedents of green consumption intention: a focus on generation Z consumers of a developing country*. *Environment, Development and Sustainability*, 25(12), 14545–14566.
<https://doi.org/10.1007/s10668-022-02678-9>
- Mo, Z., Liu, M. T., & Liu, Y. (2018). *Effects of functional green advertising on self and others*. *Psychology and Marketing*, 35(5), 368–382.
<https://doi.org/10.1002/mar.21092>
- Mohd Suki, N. (2016). *Green product purchase intention: impact of green brands*,

attitude, and knowledge. British Food Journal, 118(12), 2893–2910.
<https://doi.org/10.1108/BFJ-06-2016-0295>

Moslehpour, M., Chau, K. Y., Du, L., Qiu, R., & ... (2023). *Predictors of green purchase intention toward eco-innovation and green products: evidence from Taiwan.* In *Economic research* hrcak.srce.hr. <https://hrcak.srce.hr/file/442704>

Moslehpour, Massoud, Chau, K. Y., Du, L., Qiu, R., Lin, C. Y., & Batbayar, B. (2023). *Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan. Economic Research-Ekonomska Istrazivanja, 36(2).* <https://doi.org/10.1080/1331677X.2022.2121934>

Naalchi Kashi, A. (2020). *Green purchase intention: A conceptual model of factors influencing green purchase of Iranian consumers. Journal of Islamic Marketing, 11(6), 1389–1403.* <https://doi.org/10.1108/JIMA-06-2019-0120>

Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). *Transforming consumers' intention to purchase green products: Role of social media. Technological Forecasting and Social Change, 185(September), 122067.* <https://doi.org/10.1016/j.techfore.2022.122067>

Nurhayati, T., & Hendar, H. (2020). *Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. Journal of Islamic Marketing, 11(3), 603–620.* <https://doi.org/10.1108/JIMA-11-2018-0220>

Oktaviasih, L. (2022). *Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Dan Dampaknya Pada Kepuasan Konsumen Perumahan Taman Arroyan Tangerang.* Universitas Islam Negeri Syarif Hidayatullah Jakarta.

Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). *The interplay of strategic and internal green marketing orientation on competitive advantage. Journal of Business Research, 104(July), 632–643.* <https://doi.org/10.1016/j.jbusres.2018.07.009>

Patel, J. D., Trivedi, R. H., & Yagnik, A. (2020). *Self-identity and internal environmental locus of control: Comparing their influences on green purchase intentions in high-context versus low-context cultures. Journal of Retailing and Consumer Services, 53 (November 2019), 102003.* <https://doi.org/10.1016/j.jretconser.2019.102003>

Peter, J. P., & Olson, J. C. (2015). *Consumer behavior and marketing. In Media*

Analytics. <https://doi.org/10.4324/9780429506956-9>

- Piligrimienė, Ž., Žukauskaitė, A., Korzilius, H., Banytė, J., & ... (2020). *Internal and external determinants of consumer engagement in sustainable consumption*. *Sustainability*. <https://www.mdpi.com/2071-1050/12/4/1349>
- Polonsky, M. J. (2011). *Transformative green marketing: Impediments and opportunities*. *Journal of Business Research*, 64(12), 1311–1319. <https://doi.org/10.1016/j.jbusres.2011.01.016>
- Priadana, H. M. S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif* (Della (Ed.)). Pascal Books.
- Qomusuddin, I. F., & Romlah, S. (2022). *Analisis Data Kuantitatif Dengan Program Lisrel 8.8* (1st Ed.). Deepublish.
- Ramdhan, M. (2021). *Metode Penelitian* (Aidil Amin Effendy (Ed.)). Cipta Media Nusantara.
- Ru, X., Wang, S., Chen, Q., & Yan, S. (2018). *Exploring the interaction effects of norms and attitudes on green travel intention: An empirical study in eastern China*. In *Journal of Cleaner Production* (Vol. 197). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2018.06.293>
- Santika, E. F. (2024, 21 Februari). *Hambatan Terbesar Penerapan Produk Ramah Lingkungan di Asia Tenggara*. Diakses pada 21 Februari 2024 dari, <https://databoks.katadata.co.id/datapublish/2024/01/05/hambatan-terbesar-penerapan-produk-ramah-lingkungan-di-asia-tenggara>
- Santoso, S. (2021). *Relationship between Social Media, Organizational Support, Subjective Norms and Perceived Behavioral Control to Form Entrepreneurial Intention*. *Expert Journal of Business and Management*, 9(1), 1–10. <http://business.expertjournals.com>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). *Handbook of Market Research*. In *Handbook of Market Research (Issue September)*. <https://doi.org/10.1007/978-3-319-05542-8>
- Sarwono, J. (2013). *Pengertian Dasar Structural Equation Modeling (SEM)*. *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.
- Setiawan, A., Almas, C., & Indrawan, D. (2021). *Why Costumers Have The Intention*

to Repurchase at Coffee Shops in Bogor? Explaining The Role of Social Media Marketing, Dining Atmosphere, and Relationship Marketing. Jurnal Manajemen & Agribisnis, Vol. 18. [https://doi.org/Permalink/DOI: http://dx.doi.org/10.17358/jma.18.3.252](https://doi.org/Permalink/DOI:http://dx.doi.org/10.17358/jma.18.3.252)

Sharma, A., & Foropon, C. (2019). *Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. Management Decision.* <https://doi.org/10.1108/MD-10-2018-1092>

Sharma, Aasha, & Foropon, C. (2019). *Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. Management Decision, 57(4), 1018–1042.* <https://doi.org/10.1108/MD-10-2018-1092>

Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). *Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing. Sustainability (Switzerland), 15(6).* <https://doi.org/10.3390/su15065445>

Singh, S., & Sonnenburg, S. (2012). *Brand Performances in Social Media. Journal of Interactive Marketing, 26(4), 189–197.* <https://doi.org/10.1016/j.intmar.2012.04.001>

Steenis, N. D., van der Lans, I. A., van Herpen, E., & van Trijp, H. C. M. (2018). *Effects of sustainable design strategies on consumer preferences for redesigned packaging. Journal of Cleaner Production, 205, 854–865.* <https://doi.org/10.1016/j.jclepro.2018.09.137>

Stia Rini, A., Putu Gde Sukaatmadja, I., & Gst Ayu Kt Giantari, I. (2017). *“the Body Shop” Di Kota Denpasar. Bisnis Universitas Udayana, 6, 137–166.*

Sugiyono. (2019). *Metode penelitian pendidikan : pendekatan kuantitatif, kualitatif, dan R&D.* Alfabeta.

Suhud, U., Allan, M., Prihandono, D., & Monoarfa, T. A. (2023). *We are cyborgs: The role of narcissism and self-esteem to become social media and tourism addicts. International Journal of Data and Network Science, 7(1), 73–82.* <https://doi.org/10.5267/j.ijdns.2022.12.004>

Sujarweni, V. W. (2018). *Metodologi penelitian bisnis dan ekonomi pendekatan*

kuantitatif. Pustaka Baru Press. <http://203.77.248.52/slims/lib/phpthumb/phpThumb.php?src=../../images/docs/006212B.JPG.JPG>

- Sun, Y, & Wang, S. (2020). *Understanding consumers' intentions to purchase green products in the social media marketing context*. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2019-0178>
- Sun, Ying, Luo, B., Wang, S., & Fang, W. (2021). *What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products?* *Business Strategy and the Environment*, 30(1), 694–704. <https://doi.org/10.1002/bse.2648>
- Sun, Ying, & Wang, S. (2019). *Understanding consumers' intentions to purchase green products in the social media marketing context*. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- SYAUQI, A. R. (2023). Pengaruh Persepsi Masyarakat Dan Kualitas Pelayanan Terhadap Keputusan Menabung Pada Bank Syariah Indonesia Cabang Jakarta Selatan. Universitas Islam Negeri Syarif Hidayatullah.
- Tarabieh, S. M. Z. A. (2021). *The impact of greenwash practices over green purchase intention: The mediating effects of green confusion, Green perceived risk, and green trust*. *Management Science Letters*, 11, 451–464. <https://doi.org/10.5267/j.msl.2020.9.022>
- Tariq, A., Wang, C., Tanveer, Y., Akram, U., & Akram, Z. (2019). *Organic food consumerism through social commerce in China*. *Asia Pacific Journal of Marketing and Logistics*, 31(1), 202–222. <https://doi.org/10.1108/APJML-04-2018-0150>
- Trisna, N. (2024, 21 Februari). Acer Aspire Vero, Laptop Ramah Lingkungan dari Plastik Daur Ulang. National Geographic Indonesia. Diakses pada 21 Februari 2024 dari, <https://nationalgeographic.grid.id/read/133236563/acer-aspire-verolaptop-ramah-lingkungan-dariplastik-daur-ulang>
- Ulfah, M. (2018). Analisis Faktor Yang Memengaruhi Intensi Masyarakat Terhadap Bantuan Hidup Dasar (Bhd) Pada Korban Kecelakaan Lalu Lintas Berdasarkan Theory Of Planned Behavior (Tpb). Universitas Airlangga.
- Umami, Z., & Darma, G. S. (2021). *Digital Marketing: Engaging Consumers With Smart Digital Marketing Content*. *Jurnal Manajemen Dan Kewirausahaan*,

23(2), 94–103. <https://doi.org/10.9744/jmk.23.2.94-103>

Usadi, M. P. P., Giantari, I. G. A. K., & Wardana, M. (2015). Peran Kepedulian pada Lingkungan dalam Memediasi Pengaruh Pengetahuan tentang Lingkungan terhadap Niat Pembelian Produk Hijau (Studi Pada Produk TV LED Merek Samsung di Kota Denpasar). *E-Jurnal Management*, 4(1), 39–58.

Vidia Khairunnisa, B., & Hendratmi, A. (2019). *The Influence of Product Knowledge and Attitude Towards Intention in Mudharabah Funding Products in Sharia Banks in Mataram*. *KnE Social Sciences*, 3(13), 663. <https://doi.org/10.18502/kss.v3i13.4239>

Vojnic, M. (2024, 21 Februari). *Essential Reasons to Buy Sustainable Electronic Devices*. Diakses pada 21 Februari 2024 dari, <https://www.unsustainablemagazine.com/sustainable-electronic-devices/#Introduction>

Wahyuni, M. (2020). Statistik Deskriptif untuk Penelitian Olah Data Manual Dan Spss Versi 25. Bintang Pustaka Madani.

Waluyo, M., & Rachman, M. (2023). Mudah Cepat Tepat Dalam Aplikasi Structural Equation Modeling. Cv Literasi Nusantara Abadi.

Wang, E. S. T., & Chou, C. F. (2021). *Norms, consumer social responsibility and fair trade product purchase intention*. *International Journal of Retail and Distribution Management*, 49(1), 23–39. <https://doi.org/10.1108/IJRDM-09-2019-0305>

Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). *Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust*. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221102441>

Widyastuti, S. (2017). Mendorong Niat Pembelian Hijau Masyarakat Melalui Norma, Keyakinan dan Perilaku Yang Dirasakan: Sebuah Tinjauan Literature. Forum Manajemen Indonesia. <http://perpus.univpancasila.ac.id/uplib/repository/EKIDUPT180047.pdf>

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>

- Ye, S. Y. (2022). *Understanding the Role of Environmental Concern in Green-Product Purchase Intention*. 1281–1297. https://doi.org/10.2991/978-94-6463-052-7_143
- Yeğın, T., & Ikram, M. (2022). *Analysis of Consumers' Electric Vehicle Purchase Intentions: An Expansion of the Theory of Planned Behavior*. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912091>
- Yong, K., & Hassan, R. A. (2019). *The Relationships Between Social Media Marketing and Entrepreneurial Success: A Conceptual Study on Homestay Business in Sabah, Malaysia*. *Review of Integrative Business and Economics Research*, 8(1), 25. <http://buscompress.com/journal-home.html>
- Zhao, L., Lee, S. H., & Copeland, L. R. (2019). *Social media and Chinese consumers' environmentally sustainable apparel purchase intentions*. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 855–874. <https://doi.org/10.1108/APJML-08-2017-0183>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). *On the factors influencing green purchase intention: A meta-analysis approach*. In *Frontiers in Psychology*. [frontiersin.org. https://doi.org/10.3389/fpsyg.2021.644020](https://doi.org/10.3389/fpsyg.2021.644020)

