Daftar Pustaka

- Ackaah, W., Kanton, A. T., & Osei, K. K. (2022). Factors influencing consumers' intentions to purchase electric vehicles in Ghana. *Transportation Letters*, 14(9), 1031–1042.
- Adonis, M. R., & Silintowe, Y. B. R. (2021). Desain Produk, Kualitas Produk, Citra Merek Dan Harga Produk Terhadap Keputusan Pembelian Generasi Y. *Jurnal Capital: Kebijakan Ekonomi, Manajemen Dan Akuntansi*, 3(1), 118–138.
- Ahmad, A., & Thyagaraj, K. S. (2015). Consumer's intention to purchase green brands: The roles of environmental concern, environmental knowledge and self expressive benefits. *Current World Environment*, 10(3), 879–889.
- Ahmad, N., Billoo, M., & Lakhan, A. A. (2012). Effect of product packaging in consumer buying decision. *Journal of Business Strategies*, 6(2), 1–10.
- Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 64(5), 796–822.
- Ajzen, I., & Cote, N. G. (2008). Attitudes and the prediction of behavior. *Attitudes* and *Attitude Change*, *13*, 289–305.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*.
- Amerigo, M., Aragonés, J. I., & García, J. A. (2012). Exploring the dimensions of environmental concern. An integrative proposal. *Psyecology*, *3*(3), 353–365.
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320–1336.

- Analytica, O. (2019). South Asia's electric mobility goals are overambitious. Emerald Expert Briefings, oxan-db.
- Ariella, I. R. (2018). Pengaruh kualitas produk, harga produk dan desain produk terhadap keputusan pembelian Konsumen Mazelnid. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, 3(2), 215–221.
- Assarut, N., & Srisuphaolarn, P. (2012). Determinants of green product purchase intentions: The roles of environmental consciousness and product attributes. *ChulalongKom*, 32, 108–122.
- Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. *Journal of Environmental Psychology*, 23(1), 21–32.
- Bhalla, P., Ali, I. S., & Nazneen, A. (2018). A study of consumer perception and purchase intention of electric vehicles. *European Journal of Scientific Research*, 149(4), 362–368.
- Bougie, R., & Sekaran, U. (2019). Research methods for business: A skill building approach. John Wiley & Sons.
- Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18(4), 389–413.
- Chen, M., Chen, J., & Li, Z. (2020). Research on the influence of product design on purchase intention based on customer satisfaction. *Proceedings of the Fourteenth International Conference on Management Science and Engineering Management: Volume 1*, 716–730.
- Chen, S.-Y. (2016). Green helpfulness or fun? Influences of green perceived value on the green loyalty of users and non-users of public bikes. *Transport Policy*, 47, 149–159.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management Science and Engineering*,

- 4(2), 27.
- Chen, Y.-L. (2017). Hotel guest's green lodging experiences: A segmentation study. In *Advances in Hospitality and Leisure* (pp. 127–139). Emerald Publishing Limited.
- 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), 4089.
- Chen, Y. (2013). Towards green loyalty: driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, 21(5), 294–308.
- Chen, Y., & Chang, C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520.
- Chen, Y., & Chang, C. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1), 63–82.
- Cheung, R., Lam, A. Y. C., & Lau, M. M. (2015). Drivers of green product adoption: the role of green perceived value, green trust and perceived quality. *Journal of Global Scholars of Marketing Science*, 25(3), 232–245.
- Chin, Y. S. J., De Pretto, L., Thuppil, V., & Ashfold, M. J. (2019). Public awareness and support for environmental protection—A focus on air pollution in peninsular Malaysia. *PloS One*, *14*(3), e0212206.
- Cruz, S. M., & Manata, B. (2020). Measurement of environmental concern: A review and analysis. *Frontiers in Psychology*, 11, 363.
- Cyr, D., Head, M., & Ivanov, A. (2006). Design aesthetics leading to m-loyalty in mobile commerce. *Information & Management*, 43(8), 950–963.
- Dananjaya, D., & Kurniawan, A. (2024). Update Harga Motor Listrik Subsidi

- September 2024. Kompas.Com. https://otomotif.kompas.com/read/2024/09/05/072200415/update-hargamotor-listrik-subsidi-september-2024
- De Medeiros, J. F., Ribeiro, J. L. D., & Cortimiglia, M. N. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal of Cleaner Production*, 110, 158–169.
- Devakumar, G., & Chowdappa, V. (2018). Review on Consumer Buying Behaviour and its Influence on Emotional Values and Perceived Quality with Respect to Organic Food Products. *International Journal of Economics, Commerce and Management Research Studies*, *I*(1), 81–84.
- Doszhanov, A., & Ahmad, Z. A. (2015). Customers' intention to use green products: The impact of green brand dimensions and green perceived value.

 SHS Web of Conferences, 18, 1008.
- Fikriansyah, I. (2024). *Merek Motor Listrik Terfavorit Warga Indonesia, Volta-Honda Teratas*. Detikoto. https://oto.detik.com/motor/d-7514810/merek-motor-listrik-terfavorit-warga-indonesia-volta-honda-teratas
- Franzen, A., & Meyer, R. (2010). Environmental attitudes in cross-national perspective: A multilevel analysis of the ISSP 1993 and 2000. *European Sociological Review*, 26(2), 219–234.
- Haase, J., Wiedmann, K.-P., & Bettels, J. (2020). Sensory imagery in advertising: How the senses affect perceived product design and consumer attitude.

 Journal of Marketing Communications, 26(5), 475–487.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006).Multivariate data analysis 6th Edition. Pearson Prentice Hall. New Jersey.humans: Critique and reformulation
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer Nature.

- Hamid, A. R. (2014). A study on the relationship between consumer attitude, perceived value and green products. *Interdisciplinary Journal of Management Studies (Formerly Known as Iranian Journal of Management Studies)*, 7(2), 329–342.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Sustainable Consumer Behaviour and the Environment*, 1–22.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668.
- Hananto, D. (2021). Pengaruh desain produk, kualitas produk, dan persepsi harga terhadap keputusan pembelian produk jersey sepeda di tangsel. *Prosiding Seminar Nasional Penelitian LPPM UMJ*, 2021.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254–1263.
- Hazen, B. T., Boone, C. A., Wang, Y., & Khor, K. S. (2017). Perceived quality of remanufactured products: construct and measure development. *Journal of Cleaner Production*, 142, 716–726.
- He, X., Zhan, W., & Hu, Y. (2018). Consumer purchase intention of electric vehicles in China: The roles of perception and personality. *Journal of Cleaner Production*, 204, 1060–1069.
- Heo, J., & Muralidharan, S. (2019). 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.
- Homburg, C., Schwemmle, M., & Kuehnl, C. (2015). New product design: Concept, measurement, and consequences. *Journal of Marketing*, 79(3), 41–

- Hong, J., & Byun, K.-A. (2021). The effects of innovative visual design on consumer attitude. *Australasian Marketing Journal*, 29(1), 29–40.
- Hou, H., & Wu, H. (2020). Environmental Concern, Green Purchase Intention and Customers' Perceived Green Building Design. 26th Annual Pacific Rim Real Estate Society Conference Canberra, Australia 19th-22nd January.
- Hou, Z., Liang, L. J., Meng, B., & Choi, H. C. (2021). The role of perceived quality on high-speed railway tourists' behavioral intention: An application of the extended theory of planned behavior. *Sustainability*, *13*(22), 12386.
- Hsiao, K. (2013). Android smartphone adoption and intention to pay for mobile internet: Perspectives from software, hardware, design, and value. *Library Hi Tech*, 31(2), 216–235.
- Hung, W.-K., & Chen, L.-L. (2012). Effects of novelty and its dimensions on aesthetic preference in product design. *International Journal of Design*, 6(2), 81–90.
- Ibrahim, H., Mariapan, M., Lin, E. L. A., & Bidin, S. (2021). Environmental concern, attitude and intention in understanding student's anti-littering behavior using structural equation modeling. *Sustainability*, *13*(8), 4301.
- 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 Multicultural and Multireligious Understanding*, 6(2), 627–635.
- IQAir. (2023). *Negara & wilayah paling berpolusi di dunia*. https://www.iqair.com/id/world-most-polluted-countries
- Iskandar, D., Nurmalina, R., & Riani, E. (2015). The effect of service, product quality, and perceived value on customer purchase intention and satisfaction. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, *1*(2), 51.

- Islam, T., Rahman, S., & Nahar, N. (2015). Factors affecting customer satisfaction in 3G service. American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS), 14(3), 202–217.
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69.
- Jalu, G., Dasalegn, G., Japee, G., Tangl, A., & Boros, A. (2023). Investigating the Effect of Green Brand Innovation and Green Perceived Value on Green Brand Loyalty: Examining the Moderating Role of Green Knowledge. Sustainability, 16(1), 341.
- Jindal, R. P., Sarangee, K. R., Echambadi, R., & Lee, S. (2016). Designed to succeed: Dimensions of product design and their impact on market share. *Journal of Marketing*, 80(4), 72–89.
- Juliana, J., Jessica, T., Widodo, M., & Tanubrata, J. (2021). Consequences Customer Satisfaction: Service Quality and Perceived Value in the Moments Of Truth. Jurnal Ecodemica: Jurnal Ekonomi Manajemen Dan Bisnis, 5(2), 113–122.
- Kaakeh, A., Hassan, M. K., & Van Hemmen Almazor, S. F. (2019). Factors affecting customers' attitude towards Islamic banking in UAE. *International Journal of Emerging Markets*, 14(4), 668–688.
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and reexamination. *South Asian Journal of Business Studies*, 9(1), 62–87.
- Kemp, A., Palmer, E., & Strelan, P. (2019). A taxonomy of factors affecting attitudes towards educational technologies for use with technology acceptance models. *British Journal of Educational Technology*, *50*(5), 2394–2413.
- Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of*

- Business Research, 61(9), 885–893.
- Kim, J. Y., & Lee, H. S. (2013). Key factors influencing customer satisfaction in Korea's mobile service sector. *Journal of Internet Banking and Commerce*, 18(3), 1–13.
- Klöckner, C. A. (2013). A comprehensive model of the psychology of environmental behaviour—A meta-analysis. *Global Environmental Change*, 23(5), 1028–1038.
- Koh, H.-K., Burnasheva, R., & Suh, Y. G. (2022). Perceived ESG (environmental, social, governance) and consumers' responses: The mediating role of brand credibility, Brand Image, and perceived quality. *Sustainability*, 14(8), 4515.
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110.
- Kotler, P., & Keller, K. L. (2016). Marketing Management, 15th edition. Pearson.
- Kumbara, V. B. (2021). Determinasi nilai pelanggan dan keputusan pembelian:

 Analisis kualitas produk, desain produk dan endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5), 604–630.
- Lam, A. Y. C., Lau, M. M., & Cheung, R. (2016). Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemporary Management Research*, 12(1).
- Lashari, Z. A., Ko, J., & Jang, J. (2021). Consumers' intention to purchase electric vehicles: Influences of user attitude and perception. Sustainability, 13(12), 6778.
- Lee, J., Baig, F., Talpur, M. A. H., & Shaikh, S. (2021). Public intentions to purchase electric vehicles in Pakistan. *Sustainability*, *13*(10), 5523.
- Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). Examining the moderating effects

- of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability*, *12*(18), 7461.
- Lin, J., Lobo, A., & Leckie, C. (2017). The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection and brand loyalty. *Journal of Retailing and Consumer Services*, *35*, 133–141.
- Lin, J., Lobo, A., & Leckie, C. (2019). The influence of green brand innovativeness and value perception on brand loyalty: the moderating role of green knowledge. *Journal of Strategic Marketing*, 27(1), 81–95.
- Liu, L., & Zhao, H. (2024). Research on consumers' purchase intention of cultural and creative products—Metaphor design based on traditional cultural symbols. *Plos One*, 19(5), e0301678.
- Maharani, A. S., & Hidayat, A. (2023). The influence of brand innovativeness and quality affect consumer perceived value: the role of symbolic brand qualities as mediating. *International Journal of Research in Business and Social Science* (2147-4478), 12(4), 15–32.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). The influence of environmental concern and environmental attitude on purchase intention towards green products: a case study of young consumers in Thailand. *International Journal of Business Marketing and Management*, 2(3), 1–8.
- Malhotra, G., & Shaiwalini, S. (2024). Environmental concern and purchase intention of pre-loved luxury products: a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 36(9), 2136–2154.
- Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1), 24–30.
- Monirul, I. M., & Han, J. H. (2012). Perceived quality and attitude toward tea & coffee by consumers. *International Journal of Business Research and Management (IJBRM)*, 3(3), 100–112.

- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, *32*(3), 167–175.
- Moslehpour, M., Yin Chau, K., 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 Istraživanja*, 36(2).
- Mostafa, M. M. (2006). Antecedents of Egyptian consumers' green purchase intentions: A hierarchical multivariate regression model. *Journal of International Consumer Marketing*, 19(2), 97–126.
- Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behaviour: the effects of environmental knowledge, concern and attitude.

 International Journal of Consumer Studies, 31(3), 220–229.
- Mostafa, M. M. (2009). Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps. *Expert Systems with Applications*, 36(8), 11030–11038.
- Mukaromah, H. (2024). Effect of of Food Quality, Perceived Value, Price Fairness, and Customer Satisfaction on Repurchase Intention and Word of Mouth. *J-CEKI: Jurnal Cendekia Ilmiah*, 3(6), 8197–8204.
- Ng, M., Law, M., & Zhang, S. (2018). Predicting purchase intention of electric vehicles in Hong Kong. *Australasian Marketing Journal*, 26(3), 272–280.
- Nguyen, T. D., Barrett, N. J., & Miller, K. E. (2011). Brand loyalty in emerging markets. *Marketing Intelligence & Planning*, 29(3), 222–232.
- Nguyen, T. T. H., Yang, Z., Nguyen, N., Johnson, L. W., & Cao, T. K. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability*, *11*(9), 2653.
- Nhu, N. T., Van My, D., & Thu, N. T. K. (2019). Determinants affecting green purchase intention: a case of Vietnamese consumers. *Journal of Management*

- *Information and Decision Sciences*, 22(2), 136–147.
- Norouzi, A., Jafarizadeh, A. A., Karbalaei, M., & Najafi, Y. (2013). The effective major factors on customer perceived value in service context: The application of ANFIS method. *European Online Journal of Natural and Social Sciences*, 2(3), pp-408.
- Nurhaliza, S. (2023). Pemprov DKI gandeng Bank DKI permudah ASN beli kendaraan listrik. Antarnews. https://www.antaranews.com/berita/3698004/pemprov-dki-gandeng-bank-dki-permudah-asn-beli-kendaraan-listrik
- Nuzula, I. F., & Wahyudi, L. (2022). The influence of perceived risk, perceived quality, brand attitude, and e-wom on purchase intention. *Expert Journal of Business and Management*, 10(2).
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134.
- Pleyers, G. (2021). Shape congruence in product design: Impacts on automatically activated attitudes. *Journal of Retailing and Consumer Services*, 61, 101935.
- Pradnyana, I. P. Y., & Susila, P. G. A. J. (2022). Pengaruh Kualitas Dan Desain Produk Terhadap Keputusan Pembelian Mobil Wuling Almaz Pada Masyarakat Di Bali. *Bisma: Jurnal Manajemen*, 8(2), 470–475.
- Pratama, S. (2025). Subsidi Motor Listrik 2025 Belum Jelas, Polytron Inisiatif Beri Diskon Rp 5 Juta. KumparanOTO. https://kumparan.com/kumparanoto/subsidi-motor-listrik-2025-belum-jelas-polytron-inisiatif-beri-diskon-rp-5-juta-24P2w9h7F4v/full

- Riva, F., Magrizos, S., Rubel, M. R. B., & Rizomyliotis, I. (2022). Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality. *Business Strategy and the Environment*, 31(7), 2807–2819.
- Rizan, M., Hanoum, F. C., & Kresnamurti, A. (2022). Peran Work-Life Balance Dan Stress Kerja Dalam Menciptakan Kepuasan Kerja Serta Pengaruhnya Terhadap Kualitas Pelayanan Yang Diberikan Oleh Tenaga Kesehatan Rumah Sakit Di Karawang. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 13(02), 306–329.
- Rizwan, M., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, 5(1), 290–305.
- Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationships between environmental concern and ecologically conscious consumer behavior. *Journal of Business Research*, 40(1), 79–89.
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988.
- Safari, K., Bisimwa, A., & Buzera Armel, M. (2022). Attitudes and intentions toward internet banking in an under developed financial sector. *PSU Research Review*, 6(1), 39–58.
- Salimi, A. R. (2019). Effects of environmental concerns and green knowledge on green product consumptions with an emphasis on mediating role of perceived behavioral control, perceived value, attitude, and subjective norm. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 10(5), 651–661.
- Sallam, M. A., & Algammash, F. A. (2016). The effect of attitude toward advertisement on attitude toward brand and purchase intention. *International*

- *Journal of Economics, Commerce and Management*, 4(2), 509–520.
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2018). Perceived quality and relationship quality as antecedents and predictors of loyalty in the chemical industry: A literature review. *European Scientific Journal*, *14*(28), 173–192.
- Schaffrin, A. (2011). No measure without concept. a critical review on the conceptualization and measurement of environmental concern. *International Review of Social Research*, *3*, 11–31.
- Schultz, P. W. (2000). New environmental theories: Empathizing with nature: The effects of Perspective taking on concern for environmental issues. *Journal of Social Issues*, *56*(3), 391–406.
- Setiadi, N. J. (2019). Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga (Vol. 3). Prenada Media.
- Sh. Ahmad, F., Rosli, N. T., & Quoquab, F. (2022). Environmental quality awareness, green trust, green self-efficacy and environmental attitude in influencing green purchase behaviour. *International Journal of Ethics and Systems*, 38(1), 68–90.
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47, 57–65.
- Sheng, G., Xie, F., Gong, S., & Pan, H. (2019). The role of cultural values in green purchasing intention: Empirical evidence from Chinese consumers.

 International Journal of Consumer Studies, 43(3), 315–326.
- Sinnappan, P., & Rahman, A. A. (2011). Antecedents of green purchasing behavior among Malaysian consumers. *International Business Management*, *5*(3), 129–139.
- Soon, T., & Kong, W. (2012). The influence of consumer's perception of green

- products on green purchase intention. Universiti Malaysia Sabah Malaysia.
- Sugandini, D., Susilowati, C., Siswanti, Y., & Syafri, W. (2020). Green supply management and green marketing strategy on green purchase intention: SMEs cases. *Journal of Industrial Engineering and Management (JIEM)*, 13(1), 79–92.
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market.

 Journal of Foodservice Business Research, 23(1), 78–94. https://doi.org/10.1080/15378020.2019.1686897
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention:

 Measuring the role of brand image on perceived price and quality.
- Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Why do people buy organic food? The moderating role of environmental concerns and trust. *Journal of Retailing and Consumer Services*, 57, 102247.
- Tao, Y.-T., Lin, M.-D., & Khan, A. (2022). The impact of CSR on green purchase intention: Empirical evidence from the green building Industries in Taiwan. Frontiers in Psychology, 13, 1055505.
- Tarabieh, S. (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(2), 451–464.
- Toufani, S., Stanton, J. P., & Chikweche, T. (2017). The importance of aesthetics on customers' intentions to purchase smartphones. *Marketing Intelligence & Planning*, 35(3), 316–338.
- Tsao, W.-Y. (2013). The fitness of product information: Evidence from online recommendations. *International Journal of Information Management*, *33*(1), 1–9.
- Ulrich, K. T., & Eppinger, S. D. (2016). Product design and development. McGraw-

hill.

- Vania, C., & Ruslim, T. S. (2023). The effect of environmental concern, attitude, green brand knowledge, green perceived value on green purchase behavior with green purchase intention as a mediating variable on green beauty products. *Jurnal Ilmiah Manajemen Dan Bisnis*, 9(3), 325.
- Varshneya, G., Pandey, S. K., & Das, G. (2017). Impact of social influence and green consumption values on purchase intention of organic clothing: a study on collectivist developing economy. *Global Business Review*, 18(2), 478–492.
- Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., & Nazari, K. (2013). Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 3(9), 2489–2500.
- Verma, V. K., Chandra, B., & Kumar, S. (2019). Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention. *Journal of Business Research*, 96, 206–216.
- Waheed, S., Khan, M. M., & Ahmad, N. (2018). Product packaging and consumer purchase intentions. *Market Forces*, 13(2).
- Wang, B., Li, J., Sun, A., Wang, Y., & Wu, D. (2019). Residents' green purchasing intentions in a developing-country context: Integrating PLS-SEM and MGA methods. *Sustainability*, 12(1), 30.
- Wang, F., Wang, K., Han, Y., & Cho, J. H. (2024). Influences of design-driven FMCG on consumers' purchase intentions: A test of SOR model. *Humanities and Social Sciences Communications*, 11(1), 1–11.
- Wang, S.-T. (2014). Consumer characteristics and social influence factors on green purchasing intentions. *Marketing Intelligence & Planning*, 32(7), 738–753.
- 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), 21582440221102440.
- Widadja, F. N., Setyawan, A. B., & Kusumawardhany, P. A. (2014). Consumer Perceptions Of Price, Quality, Value On Low Cost Green Car In Surabaya And Sidoarjo. 11th UBAYA INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT.
- Wonggotwarin, T., & Kim, S. (2017). THE PRODUCTS'FACTORS AFFECTING PURCHASE INTENTION: A CASE STUDY OF CONDOMINIUM IN BANGKOK, THAILAND. *AU-GSB e-JOURNAL*, *10*(1), 214.
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320–332.
- Xie, Q., Xie, X., & Guo, S. (2022). The factors influencing public satisfaction with community services for COVID-19: Evidence from a highly educated community in Beijing. *International Journal of Environmental Research and Public Health*, 19(18), 11363.
- Xu, Y., Zhang, W., Bao, H., Zhang, S., & Xiang, Y. (2019). A SEM-neural network approach to predict customers' intention to purchase battery electric vehicles in china's Zhejiang province. *Sustainability*, 11(11), 3164.
- Yadav, R., & Pathak, G. S. (2016a). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122–128.
- Yadav, R., & Pathak, G. S. (2016b). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739.
- Yamit, Z. (2011). Manajemen produksi & operasi. Yogyakarta: Ekonisia.
- Ye, F., Kang, W., Li, L., & Wang, Z. (2021). Why do consumers choose to buy electric vehicles? A paired data analysis of purchase intention configurations. *Transportation Research Part A: Policy and Practice*, 147, 14–27.

- Yoo, J. (2020). The effects of perceived quality of augmented reality in mobile commerce—An application of the information systems success model. *Informatics*, 7(2), 14.
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability*, 11(4), 1034.
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability*, *12*(5), 2074.
- Yulianti, Y., & Keni, K. (2022). Source credibility, perceived quality, and attitude towards brand as predictor on purchase intention of local beauty products.

 Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021), 487–492.
- Yunanto, R. D., Riyanto, K. B., & Junianto, A. (2024). Analisis Kepuasan Konsumen: Perspektif Perceived Value Dan Loyalitas Di Swalayan Putra Baru 15, Jalan Ahmad Yani No. 45, Kota Metro, Lampung. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA)*, 4(2), 843–855.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Samah, A. A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743.
- Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production*, 187, 740–750.
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.