

DAFTAR PUSTAKA

- Afianto, R. A., & Waskito, J. (2025). Impact of Greenwashing and Perceived Value on Purchase Intention in the Bottled Drinking Water Industry: Mediating Role of Trust. *Journal of Enterprise and Development (JED)*, 7(1), 2025.
- Alamsyah, D. P., Othman, N. A., & Mohammed, H. A. A. (2020). The Awareness of Environmentally Friendly Products: The Impact of Green Advertising and Green Brand Image. *Management Science Letters*, 10(9), 1961–1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Alamsyah, I., Kristanti, M., & Erwita, M. (2022). Pengaruh Green Advertising dan Green Brand Image terhadap Green Awareness dan Green Purchase Intention pada Produk Runa Beauty di Indonesia. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA)* Alamsyah, Kristanti, & Erwita, 11(2). <https://doi.org/10.33508/jumma.v11i2.4378>
- Aldi, R., Peter S, J., & Kristaung, R. (n.d.). Pengaruh Karakteristik Konsumen, Green Product, dan Citra Merek terhadap Minat Beli Konsumen.
- Arsya, V., Gaurav, A., Gupta, B. B., & Chui, K. T. (2024). A Bibliometric Analysis of Environmental Education and Sustainable Entrepreneurship Development in a Global Perspective. *Sustainable Technology and Entrepreneurship* 3.
- Azevedo, S. G., Carvalho, H., & Cruz Machado, V. (2011). The influence of green practices on supply chain performance: A case study approach. *Transportation Research Part E: Logistics and Transportation Review*, 47(6), 850–871. <https://doi.org/10.1016/j.tre.2011.05.017>
- Bekk, M., Spörrle, M., Hedjasie, R., & Kerschreiter, R. (2016). Greening the competitive advantage: antecedents and consequences of green brand equity. *Quality and Quantity*, 50(4), 1727–1746. <https://doi.org/10.1007/s11135-015-0232-y>
- Bunce, L., Harris, M., & Burgess, M. (2014). Charge up then charge out? Drivers' perceptions and experiences of electric vehicles in the UK. *Transportation Research Part A: Policy and Practice*, 59, 278–287. <https://doi.org/10.1016/j.tra.2013.12.001>
- Chan, R. Y. K., & Lau, L. B. Y. (2002). Explaining green purchasing behavior: A cross-cultural study on American and Chinese consumers. *Journal of International Consumer Marketing*, 14(2–3), 9–40. https://doi.org/10.1300/J046v14n02_02
- Chen, Y. S. (2010). The Drives of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y. S., & Chang, C. H. (2012a). Enhance Green Purchase Intentions: The roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., & Chang, C. H. (2012b). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>

- Diash, A., & Syarifah, D. (2021). *Pengaruh Environmental Knowledge dan Environmental Concern terhadap Green Purchase Intention pada Generasi Milenial*.
- Ekawati, M. (2019). Teori Belajar Menurut Aliran Psikologi Kognitif serta Implikasinya Dalam Proses Belajar dan Pembelajaran. *E-Tech*, 7(4).
<https://doi.org/10.1007/XXXXXX-XX-0000-00>
- Elistia, E., & Dwi Rohmatin, S. (2024). Analisis Faktor yang Mempengaruhi Green Purchase Intention Dimoderasi oleh Green Brand Knowledge. *Jurnal Usaha: Unit Kewirausahaan*, 5(2), 2024.
- Handayani, N. T. (2012). Pengaruh Atribut Produk Terhadap Loyalitas Pelanggan Green Product Sepeda Motor Honda Injection. *Management Analysis Journal*, 1(2).
<http://journal.unnes.ac.id/sju/index.php/maj>
- Hartanti, A., Aqmala, D., Anomsari, A., & Safitri, M. (2024). Pengaruh Green Perceived Quality Dan Green Brand Image Terhadap Green Trust Dan Green Purchase Intention Pada Produk Micellar Cleansing Water Garnier. *JURNAL MANEKSI*, 13(3).
- Herawati, A. (2020). *Pengaruh Green Marketing Mix terhadap Green Purchase Intention dalam Menggunakan Eco Friendly Product (Studi Kasus Pada Sedotan Stainless Steel)*.
- Hidayat, S., Candra, V., Supriyanto, Arianto, B., & Putri, D. E. (2024). *Studi Fenomenologi Media Sosial dan Perilaku Konsumerisme Generasi Z*. 4(3), 123–136.
- Inyustisia, A., & Listyorini, S. (2024). Pengaruh Green Product, Green Price, dan Environmental Awareness Terhadap Keputusan Pembelian Produk The Body Shop di Kota Surabaya. *Jurnal Ilmu Administrasi Bisnis*, 13(2), 243–252.
<https://ejournal3.undip.ac.id/index.php/jiab>
- Jefri Kurniawan, Abdul Razak, Nurhasan Syah, Skunda Diliarosta, & Aulia Azhar. (2024). Pemanasan Global: Faktor, Dampak dan Upaya Penanggulangan. *INSOLOGI: Jurnal Sains Dan Teknologi*, 3(6), 646–655.
<https://doi.org/10.55123/insologi.v3i6.4627>
- Juliana, Djakasaputra, A., & Pramono, R. (2020). Green Perceived Risk, Green Viral Communication, Green Perceived Value against Green Purchase Intention through Green Satisfaction. *Journal Industrial Engineering & Management Research (JIEMAR)*, 1(2), 2722–8878. <https://doi.org/10.7777/jiemar.v1i2>
- Lewin, K. (n.d.). *Defining The “Field at A Given Time.”*
- Liang, Q., & Chaipoopirutana, S. (2014, October 1). *A Study of Factors Affecting Customer’s Attitude Toward Intention to Purchase Green Electronic Products at an IT Mall in Beijing, China*. <https://doi.org/10.15242/icehm.ed1014041>
- 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.
<https://doi.org/10.1016/j.jretconser.2016.12.011>

- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key: An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1823–1841.
<https://doi.org/10.1108/APJML-05-2019-0285>
- Mahesti, N. P. R. E., & Rustika, I. M. (2020). Peran Kecerdasan Emosional dan Efikasi Diri terhadap Resiliensi pada Mahasiswa Universitas Udayana yang Sedang Menyusun Skripsi. *Jurnal Psikologi Udayana*, 7(2), 53.
<https://doi.org/10.24843/jpu.2020.v07.i02.p06>
- Mahmudah, S. (2024). *Peran Green Trust dan Green Brand Image terhadap Green Purchase Intention Produk Avoskin dengan Attitude Toward Green Product sebagai Variabel Intervening*.
- 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>
- Morrison, D. G. (1979). Purchase Intentions and Purchase Behavior. *Journal of Marketing*, 43(2), 65–74.
- Nadhifah, H. A., Arif, M., Sucipto, B., Sudibyo, H., Tegal, U. P., & Arif, M. (2024). Tingkat Perilaku Konsumtif Generasi Z pada Mahasiswa Program Studi Bimbingan dan Konseling Universitas Pancasakti. *Jurnal Fokus Konseling*, 10, 17–27.
<https://doi.org/10.52657/jfk.v10i1.2195>
- Netemeyer, R. G., Maxham, J. G., & Pullig, C. (2005). Conflicts in the Work-Family Interface: Links to Job Stress, Customer Service Employee Performance, and Customer Purchase Intent. *Journal of Marketing*, 69, 130–143.
- Neuman, W. Lawrence. (2014). *Social Research Methods : Qualitative and Quantitative Approaches*. Pearson.
- Nurwahyuni, W. A., & Yuniasanti, R. (2023). Konsep Diri Dengan Perilaku Konsumtif Terhadap Produk E-Commerce Pada Generasi Z. *Psychopolytan: Jurnal Psikologi*, 6.
- Permana, A., Imbayani, I. G., & Prayoga, I. M. (2023). Pengaruh Green Perceived Value dan Green Perceived Quality terhadap Green Trust Produk Aqua Botol 100% Recycled pada Konsumen di Kota Denpasar. *Jurnal EMAS*, 4(10), 2373–2383.
- Qomariah, A., & Prabawani, B. (2020). The Effects of Environmental Knowledge, Environmental Concern, and Green Brand Image on Green Purchase Intention with Perceived Product Price and Quality as the Moderating Variable. *IOP Conference Series: Earth and Environmental Science*, 448(1). <https://doi.org/10.1088/1755-1315/448/1/012115>
- Quilim, N. A., Taroreh, R., & Nelwan, O. (2016). Pengaruh Kesejahteraan Psikologis Karyawan, Job Enrichment dan Job Enlargement terhadap Kepuasan Kerja pada PT. Bank Mandiri (Persero) Tbk Cabang Ternate Maluku Utara. *Maret*, 4(1), 1356–1368.
- Rachmi, D. P., Irawan, M. Z., & Dewanti, D. (2022). Do Household Characteristics Influence Private Car and Motorcycle Ownership? Evidence from a Case Study in

- Yogyakarta Urban Area, Indonesia. *INERSIA Lnformasi Dan Ekspose Hasil Riset Teknik Sipil Dan Arsitektur*, 18(2), 157–166.
<https://doi.org/10.21831/inersia.v18i2.55411>
- Rangkuti, A. A. (2012). *Konsep dan Teknik Analisis Data Penelitian Kuantitatif Bidang Psikologi dan Pendidikan*.
- Ranjan Dutta, S. (2024). Green Marketing in India: Emerging Opportunities and Challenges. In *IJFMR240218689* (Vol. 6, Issue 2). www.ijfmr.com
- Sangroya, D., & Nayak, J. K. (2017). Factors Influencing Buying Behaviour of Green Energy Consumer. *Journal of Cleaner Production*, 151, 393–405.
<https://doi.org/10.1016/j.jclepro.2017.03.010>
- Saputra, D. (2024). Peran Literasi Digital dalam Memoderasi Pengaruh Persepsi Risiko, Kepedulian Lingkungan, dan Literasi Keuangan terhadap Niat Pembelian Investasi Hijau pada Generasi Z di Kota Surabaya. *PROSENAMA 2024*, 4, 56–66.
- Saraswati, D. S., & Adiati, R. P. (2021). Pengaruh Attitude Toward Green Brand dan Green Brand Knowledge terhadap Green Purchase Intention pada Milenial. *Buletin Penelitian Psikologi Dan Kesehatan Mental (BRPKM)*, 1(2), 1096–1104.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons. www.wileypluslearningspace.com
- Shidiq, A., & Widodo, A. (2018). Green Product Purchase Intention: Impact of Knowledge and Green Attitude. *Jurnal Sekretaris & Administrasi Bisnis*, 2, 60–73.
<http://jurnal.asmtb.ac.id/index.php/jsab>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- 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*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Tsai, C. M., Kao, W. Y., & Liu, W. C. (2025). Navigating Sustainable Mobility in Taiwan: Exploring the Brand-Specific Effects of Perceived Green Attributes on the Green Purchase Intention for Battery Electric Vehicles. *Sustainability (Switzerland)*, 17(3). <https://doi.org/10.3390/su17030985>
- Wawer, M., Grzesiuk, K., & Jegorow, D. (2022). Smart Mobility in a Smart City in the Context of Generation Z Sustainability, Use of ICT, and Participation. *Energies*, 15(13). <https://doi.org/10.3390/en15134651>
- Wei, C. F., Chiang, C. T., Kou, T. C., & Lee, B. C. Y. (2017). Toward Sustainable Livelihoods: Investigating the Drivers of Purchase Behavior for Green Products. *Business Strategy and the Environment*, 26(5), 626–639.
<https://doi.org/10.1002/bse.1942>
- Wicaksono, R. A., & Darpito, S. H. (2023). Pengaruh Green Perceived Value dan Green Perceived Risk terhadap Green Purchase Intention yang Dimediasi Green Trust. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 223–232.
<https://doi.org/10.37641/jimkes.v11i2.1775>

- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. In *Sustainability (Switzerland)* (Vol. 13, Issue 11). MDPI AG. <https://doi.org/10.3390/su13116219>
- Winarni, R. S. D. (2024). The influence of green products on green purchase intention mediated by green brand awareness. *IJAFIBS: International Journal of Applied Finance and Business Studies*, 12(1), 44–51. www.ijafibs.pelnus.ac.id
- 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. <https://doi.org/10.1108/BFJ-01-2018-0027>
- Wu, J. H., Wu, C. W., Lee, C. T., & Lee, H. J. (2014). Green Purchase Intentions: An Exploratory Study of The Taiwanese Electric Motorcycle Market. *Journal of Business Research*, 68(4), 829–833. <https://doi.org/10.1016/j.jbusres.2014.11.036>
- Yahya. (2022). Peran Green Marketing, Green Brand Image terhadap Purchase Intention dengan Green Trust sebagai Variabel Intervening. *JIMBis: Jurnal Ilmu Manajemen Dan Bisnis*, 1(1). <https://www.cnn->
- Zecca, A., & Chiari, L. (2010). Fossil-fuel constraints on global warming. *Energy Policy*, 38(1), 1–3. <https://doi.org/10.1016/j.enpol.2009.06.068>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.644020>

