

DAFTAR PUSTAKA

- Ajzen, I. (1991). *The Theory Of Planned Behavior. Organizational Behavior And Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-](https://doi.org/10.1016/0749-5978(91)90020-)
- Ali, A., & Ahmad, I. (2012). *Environment friendly products: Factors that influence the green purchase intentions of Pakistani consumers. Pakistan Journal of Engineering, Technology & Science*, 2(1), 84–117.
- Ali, H. (2017). *Marketing dan kasus-kasus pilihan*. Jakarta: Mitra Wacana Media.
- Ali, M., Khan, M. A., & Sajjad, S. (2023). *Investigating the factors influencing green purchase intentions among millennial consumers: The role of the theory of planned behavior. Environmental Challenges*, 11, 100738. <https://doi.org/10.1016/j.envc.2023.100738>
- Alharthey, B. K. (2019). *Green product as a sustainable marketing strategy: Investigating the factors that influence green product purchase intentions. International Journal of Academic Research in Business and Social Sciences*, 9(6), 648–664. <https://doi.org/10.6007/IJARBS/v9-i6/6015>
- Aman, A. H. 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. British Journal of Arts and Social Sciences*, 7(2), 145–167.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). *Measurement of consumer susceptibility to interpersonal influence. Journal of Consumer Research*, 15(4), 473–481. <https://doi.org/10.1086/209186>
- Burnkrant, R. E., & Cousineau, A. (1975). *Informational and normative social influence in buyer behavior. Journal of Consumer Research*, 2(3), 206–215.
- Business News Daily. (2024). *Global consumer environmental behavior survey*. Retrieved from <https://www.businessnewsdaily.com>
- Chang, C.-H. (2015). *The influence of green viral communications on green purchase intentions: The mediating role of consumers' susceptibility to interpersonal influences. Sustainability*, 7(5), 4829–4846. <https://doi.org/10.3390/su7054829>

- Chang, C.-H. (2015). *Pro-environmental behavior in green hotels: The mediating role of green loyalty and the moderating effect of interpersonal influence*. *International Journal of Hospitality Management*, 51, 1–11. <https://doi.org/10.1016/j.ijhm.2015.08.001>
- Cheah, I., & Phau, I. (2011). *Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation*. *Marketing Intelligence & Planning*, 29(5), 452–472. <https://doi.org/10.1108/02634501111153674>
- Chen, Y. S., & Chang, C. H. (2012). *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>
- Climate Watch. (2023). *Indonesia: Greenhouse gas emissions by sector. Our World in Data*. <https://www.climatewatchdata.org/>
- Deutsch, M., & Gerard, H. B. (1955). *A study of normative and informational social influences upon individual judgment*. *The Journal of Abnormal and Social Psychology*, 51(3), 629–636. <https://doi.org/10.1037/h0046408>
- Follows, S. B., & Jobber, D. (2000). *Environmentally responsible purchase behaviour: A test of a consumer model*. *European Journal of Marketing*, 34(5/6), 723–746. <https://doi.org/10.1108/03090560010322009>
- GAIKINDO. (2024). *Statistik penjualan kendaraan listrik di Indonesia*. <https://www.gaikindo.or.id/>
- Global Carbon Project. (2022). *Carbon budget and trends 2022*. <https://www.globalcarbonproject.org/>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasan, M. (2017). *Green Marketing*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Junaedi, M. (2017). *Pengaruh green perceived value dan green perceived risk terhadap green purchase intention pada produk ramah lingkungan*. *Jurnal Ekonomi dan Bisnis*, 20(2), 75–92.
- Junaedi, M. F. (2017). *Pengaruh kesadaran lingkungan terhadap niat membeli produk ramah lingkungan*. Dalam A. Ratnawati & L. Mansoni (Eds.), *Green*

- marketing dan perilaku konsumen ramah lingkungan* (hlm. 6). Jakarta: Penerbit Universitas.
- Kim, Y., & Choi, S. M. (2005). *Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE*. *Advances in Consumer Research*, 32, 592–599.
- Kompas. (2024, Juni). *Survei minat masyarakat terhadap kendaraan listrik dalam pameran GIIAS*. *Kompas.com*. <https://www.kompas.com/>
- Kropp, F., Lavack, A. M., & Silvera, D. H. (2005). *Values and collective self-esteem as predictors of consumer susceptibility to interpersonal influence among university students*. *International Marketing Review*, 22(1), 7–33.
- Kristiyono, E. Y., & Felim, V. (2021). *Pengaruh interpersonal influence, altruism, dan environmental knowledge terhadap green purchasing behaviour dengan environmental attitude sebagai mediasi pada konsumen The Body Shop*. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(1), 122–136. <https://doi.org/10.24912/jmieb.v5i1.11024>
- Lee, K. (2011). *The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge*. *Journal of International Consumer Marketing*, 23(1), 21–44. <https://doi.org/10.1080/08961530.2011.524575>
- Nugroho, A. R., & Yuliati, L. N. (2021). *Pengaruh faktor interpersonal terhadap keputusan pembelian produk ramah lingkungan*. *Jurnal Ilmu Konsumen dan Keluarga*, 14(1), 23–34.
- PLN. (2023). *PLN dorong adopsi kendaraan listrik melalui IIMS 2023*. <https://web.pln.co.id/>
- Prensky, M. (2001). *Digital natives, digital immigrants*. *On the Horizon*, 9(5), 1–6. <https://doi.org/10.1108/10748120110424816>
- Rivis, A., & Sheeran, P. (2003). *Descriptive norms as an additional predictor in the theory of planned behaviour: A meta-analysis*. *Current Psychology*, 22(3), 218–233. <https://doi.org/10.1007/s12144-003-1018-2>
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (2nd ed.). New York: Holt, Rinehart and Winston.

- Santoso, R. P., & Triwijayanti, T. (2018). Karakteristik generasi Z dan peran orang tua dalam pengasuhan digital. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 2(1), 77–88.
- Sinambela, F., Wahyuni, S., & Kartika, S. (2022). Pengaruh green perceived value dan green perceived risk terhadap green purchase intention pada produk hijau. *Jurnal Manajemen dan Bisnis*, 12(1), 15–24.
- Snapcart. (2024). Survei persepsi dan perilaku masyarakat terhadap produk berkelanjutan di Indonesia. <https://snapcart.global/>
- Stafford, J. E., & Cohanougher, A. B. (1977). Reference group influence on consumer decisions. *Journal of Consumer Research*, 4(1), 77–83.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sutrisno, H., Wibowo, A., & Arisandi, D. (2016). Green product dan intensi membeli konsumen. *Jurnal Ilmu Manajemen dan Bisnis*, 7(1), 1–9.
- Sutrisno, H., Wulandari, Y., & Pratama, R. (2016). Pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap green purchase intention. *Jurnal Manajemen dan Kewirausahaan*, 18(1), 1–10.
- Tryastuti, T. I., & Widyaningsih, S. W. (2022). Pengaruh interpersonal influence terhadap purchase intention produk ramah lingkungan. *Jurnal Ekonomi dan Bisnis*, 7(2), 150–161.
- Wang, J., Zhang, Y., Li, D., & Sun, Y. (2024). How do perceptions of information usefulness and green trust influence intentions toward eco-friendly purchases in a social media context? *Frontiers in Psychology*, 15, Article 1312450. <https://doi.org/10.3389/fpsyg.2024.1312450>
- Wibowo, A., & Kempa, R. (2021). Peran interpersonal influence dalam membentuk keputusan pembelian produk hijau. *Jurnal Ilmu Manajemen dan Akuntansi Terapan*, 12(2), 110–121.
- Yahya. (2022). Peran green marketing, green brand image terhadap purchase intention dengan green trust sebagai variabel intervening. *Jurnal Ilmiah Manajemen dan Bisnis*, Volume 1, Nomor 1,