

DAFTAR PUSTAKA

- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. New York: Prentice-Hall Inc
- Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*.
- Ali, A., & Ahmad, I. (2012). Enviroment Friendly Products: factors that influence the Green Purchase Intention of Pakisan Consumer. *Pakistan Journal Engineering Technology Sciences*, 2, 84-117.
- Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-mouth research: principles and applications. *Journal of advertising research*, 47(4), 398-411.
- Aman, A.H. Lizawati., Amran Harum., Zuhul Hussein. 2012. The Influence of Enviromental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variabel. *British Journal of Arts and Social Sciences*. 7 (2). Pp. 145-167.
- Anderson, E. W. (1998). Customer satisfaction and word of mouth. *Journal of service research*, 1(1), 5-17.
- Arttachariya, P. (2012). Environmentalism and green purchasing behavior: A study on graduate students in Bangkok, Thailand. Diunduh 26 Oktober 2022 dari http://www.bu.ac.th/knowledgecenter/epaper/july_dec2012/pdf/ac01.pdf.
- Asadifard, M., Rahman, A. A., Aziz, Y. A., & Hashim, H. (2015). A review on tourist mall patronage determinant in Malaysia. *International journal of innovation, management and technology*, 6(3), 229.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of retailing and consumer services*, 18(1), 38-45.
- Bandura, A. (1992). Self-efficacy mechanism in psychobiologic functioning. *Self-efficacy: Thought control of action*, 2.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

- Budiman, J., & Andriani, N. (2021, December). ANALISIS PENGARUH SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL MELALUI ATTITUDE SEBAGAI INTERVENING TERHADAP PURCHASE INTENTION PADA COFFEE SHOP DI BATAM. In *Prosiding Seminar Nasional & Call for Paper STIE AAS* (pp. 452-464).
- Cahyawati, Dian & Wahyudin, Wahyudin & Prabawanto, Sufyani. (2018). ATTITUDES TOWARD STATISTICS AND ACHIEVEMENT: BETWEEN STUDENTS OF SCIENCE AND SOCIAL FIELDS. *Infinity Journal*. 7. 173. 10.22460/infinity.v7i2.p173-182.
- Chaniotakis, I. E., & Lymperopoulos, C. (2009). Service quality effect on satisfaction and word of mouth in the health care industry. *Managing Service Quality: An International Journal*.
- 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*.
- Chen, Y. S., Lin, C. L., & Chang, C. H. (2014). The influence of greenwash on green word-of-mouth (green WOM): The mediation effects of green perceived quality and green satisfaction. *Quality & Quantity*, 48(5), 2411-2425.
- Chen, Y.-S.; Lin, C.-L.; Chang, C.-H. The influence of greenwash on green word-of-mouth (green WOM): The mediation effects of green perceived quality and green satisfaction. *Qual. Quant.* 2013, 48, 2411–2425. [CrossRef]
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*.
- DataIndonesia.id. (2022). Indonesia Hasilkan 21,88 Juta Ton Sampah pada 2021. Diambil kembali dari DataIndonesia.id: <https://dataindonesia.id/ragam/detail/indonesia-hasilkan-2188-juta-ton-sampah-pada-2021>, diakses pada Oktober 2022.
- Ferdinand, A. (2000). *Structural Equation Modelling dalam Penelitian. Manajemen*. Universitas Diponegoro.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen BP Universitas Diponegoro*.
- Fishbein, M. (1975). Ajzen, leek (1975), Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. *Reading, MA: Addison Wisley*.

- Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, 10(2).
- Ghassani, M. K., Rahman, N. A., Geraldine, T., & Murwani, I. A. (2022). The Effect of Greenwashing, Green Word of Mouth, Green Trust and Attitude towards Green Products on Green Purchase Intention. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3).
- Ghozali. 2015. Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program Smart PLS 3.0 untuk Penelitian Empiris. Semarang: Universitas Diponegoro.
- Ghozali, I., & Fuad. (2008). *Structural Equation Modeling*. Badan Penerbit Universitas Diponegoro.
- Guerreiro, J., & Pacheco, M. (2021). How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. *Sustainability*, 13(14), 7877.
- Hair Jr, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective (7th Edition)*. New Jersey: Pearson Education, Inc.
- Hamouda, M., & Tabbane, R. S. (2013). Impact of electronic word of mouth evaluation on purchase intention: the mediating role of attitude toward the product. *International Journal of Online Marketing (IJOM)*, 3(2), 20-37.
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197-1218.
- Harris, P. G. (2006). Environmental perspectives and behavior in China: Synopsis and bibliography. *Environment and Behavior*, 38(1), 5–21.
- Hebbar, S., Kamath, G. B., Mathew, A. O., & Kamath, V. (2020). Attitude towards online shopping and its influence on purchase intentions: an urban Indian perspective. *International Journal of Business Innovation and Research*, 22(3), 326-341.
- Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of destination marketing & management*, 1(1-2), 134-143.

- Junaedi, Sellyana, M.F. 2006. Pengembangan Model Perilaku Konsumen Berwawasan Lingkungan di Indonesia: Studi Perbandingan Kota Metropolitan dan Non Metropolitan. 21 (4). Pp. 399-419
- Khaleeli, M., & Jawabri, A. (2021). The effect of environmental awareness on consumers' attitudes and consumers' intention to purchase environmentally friendly products: Evidence from United Arab Emirates. *Management Science Letters*, 11(2), 555-560.
- Klikhijau.com. (2022). 7 Isu Lingkungan Hidup yang Masih Jadi Fokus Utama di Tahun 2022. Diambil kembali dari: <https://klikhijau.com/7-isu-lingkungan-hidup-yang-masih-jadi-fokus-utama-di-tahun-2022/>, diakses pada Oktober 2022.
- KUSUMAWATI, A. R. F. P. (2020). *PENGARUH GREENWASH, POSITIVE GREEN WORD-OF-MOUTH, DAN GREEN SKEPTICISM TERHADAP GREEN PURCHASE INTENTION (Survei pada Konsumen Starbucks Coffee di Yogyakarta)* (Doctoral dissertation, UPN" Veteran Yogyakarta).
- Laksmi, A. D., & Wardana, I. M. (2015). *Peran sikap dalam memediasi pengaruh kesadaran lingkungan terhadap niat beli produk ramah lingkungan* (Doctoral dissertation, Udayana University).
- Lin, C., Wu, Y. S., & Chen, J. C. V. (2013). Electronic word-of-mouth: The moderating roles of product involvement and brand image. In *Proceedings of 2013 international conference on technology innovation and industrial management* (Vol. 29, p. 31).
- Maichun, K., Surakiat P, and Ke-Chung, P. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai Consumer. *Journal of sustainability*, 2016, 8, 1077.
- Mouloudj, K., & Bouarar, A. C. (2021). The Impact of Word of Mouth on Intention to Purchase Green Products: An Empirical Study. *Mouloudj, K., & Bouarar, AC (2021). The Impact of Word of Mouth on Intention to Purchase Green Products: An Empirical Study. Revue Algérienne d'Economie et Gestion*, 15(1), 871-890.
- Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*.
- Nafila, N. L. Pengaruh Pengetahuan dan Word of Mouth terhadap Sikap dan Minat Beli Produk Ramah Lingkungan.

- Newton, J. D., Tsarenko, Y., Ferraro, C., & Sands, S. (2015). Environmental concern and environmental purchase intentions: The mediating role of learning strategy. *Journal of Business Research*, 68(9), 1974-1981.
- Nugrahadi, E. W. (2002). Pertanian organik sebagai alternatif teknologi dalam upaya menghasilkan produk hijau. Bogor: Institut Pertanian Bogor.
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36.
- Paladino, A., & Baggiere, J. (2007). Are we “green”? An empirical investigation of renewable electricity consumption. *ACR European Advances*.
- Paramita, N. D., & Yasa, N. N. K. (2015). Sikap dalam memediasi hubungan kesadaran lingkungan dengan niat beli produk kosmetik ramah lingkungan. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 187-195.
- Paul, J., Ashwin, M., and Jayesh, P.(2015). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, Vol. 29, pp. 123-134.
- 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.
- Pengaruh Theory Of Planned Behavior Terhadap Green Purchase Intention Konsumen Pria Pada Produk Green Skin Care. *Jurnal Arthavidya*, 21(1), 47-57.
- Pradita, L. A., & Munari, M. (2021). PENGARUH ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, DAN SUBSIDY TERHADAP MINAT PENGGUNAAN FINANCIAL TECHNOLOGY PADA E-COMMERCE. *Equilibrium: Jurnal Ilmiah Ekonomi, Manajemen dan Akuntansi*, 10(1).
- Prendergast, G.; Ko, D.; Yin, V.Y.S. Online word of mouth and consumer purchase intentions. *Int. J. Advert.* 2010, 29, 687–708. [CrossRef]
- Rahim, N. A., & Junos, S. (2012). The halal product acceptance model for the religious society. *Business and Management Quarterly Review*, 3(1), 17-25.
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Prima, R. (2017). Green brand image, green awareness, green advertisement, and ecological knowledge in improving green purchase intention and green purchase behavior on creative

- industry products. *Journal of Economics, Business, and Accountancy Ventura*, 20(2), 177-186.
- Rashid, N. R. N. A., Jusoff, K., & Kassim, K. M. (2009). Eco-labeling perspectives amongst Malaysian consumers. *Canadian social science*, 5(2), 1-10.
- Rizwan, M., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, 5(1), 290-305.
- Rosenberg, M. J., Hovland, C. I., McGuire, W. J., Abelson, R. P., & Brehm, J. W. (1960). Attitude organization and change: An analysis of consistency among attitude components. (Yales studies in attitude and communication.), Vol. III.
- Ruangkanjanases, A., You, J. J., Chien, S. W., Ma, Y., Chen, S. C., & Chao, L. C. (2020). Elucidating the effect of antecedents on consumers' green purchase intention: an extension of the theory of planned behavior. *Frontiers in psychology*, 11, 1433.
- Seguro, W., Pengaruh Persepsi Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pelanggan. *Jurnal Ekonomi Bisnis* Vol.13, No.3, 2008.
- Siswoyo, E., Mihara, Y., & Tanaka, S. (2014). Determination of key components and adsorption capacity of a low cost adsorbent based on sludge of drinking water treatment plant to adsorb cadmium ion in water. *Applied Clay Science*, 97, 146-152.
- Söderlund, M. (1998). Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. *International journal of service industry management*, 9(2), 169-188.
- Sugiyono, M. (2019). penelitian dan pengembangan Research and development. *Bandung: Alfabeta*.
- Suki, N. M. (2013). GREEN AWARENESS EFFECTS ON CONSUMERS'PURCHASING DECISION: SOME INSIGHTS FROM MALAYSIA. *International Journal of Asia-Pacific Studies*, 9(2).
- Suliyanto. (2011). *Ekonometrika Terapan Teori dan Aplikasi dengan SPSS*. Yogyakarta: CV. Andi Offset.
- Suliyanto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Yogyakarta: Andi Offset.

- Sundaram, D. S., & Webster, C. (1999). The role of brand familiarity on the impact of word-of-mouth communication on brand evaluations. *ACR North American Advances*.
- Sutikno, V., & Anandya, D. (2021). Faktor yang Mempengaruhi Green Purchase Behavior Generasi Milenial di Indonesia. *Jurnal Mebis: Manajemen Bisnis*, 6(1), 23-30.
- Wahyuni, M. (2005). *Sikap Mahasiswa Terhadap Lingkungan Hidup: Hubungan Antara Pengetahuan Lingkungan Dan Kesadaran Lingkungan Dengan Sikap Mahasiswa Fkip Uisu Terhadap Lingkungan Hidup (2005)* (Doctoral dissertation, UNIMED).
- Wijayanti, D. S., & Hartini, S. (2019). Pengaruh Theory Of Planned Behavior Terhadap Green Purchase Intention Konsumen Pria Pada Produk Green Skin Care. *Jurnal Arthavidya*, 21(1), 47-57.
- Yadav, R. dan 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. doi: 10.1016/j.ecolecon.2016.12.019.
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122-128.
- 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, 740-75.