

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*. Andi.
- Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: Moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, 24(7), 633–643. <https://doi.org/10.1080/10941665.2019.1611609>
- Agarwal, N. (2018). Photocarcinogenesis and Molecular Mechanism. In R. S. Ray, C. Haldar, A. Dwivedi, N. Agarwal, & J. Singh (Eds.), *Photocarcinogenesis & Photoprotection* (pp. 29–44). Springer. https://doi.org/10.1007/978-981-10-5493-8_4
- Agarwala, R., Mishra, P., & Singh, R. (2019). Religiosity and consumer behavior: A summarizing review. *Journal of Management, Spirituality & Religion*, 16(1), 32–54. <https://doi.org/10.1080/14766086.2018.1495098>
- Aisyah, D.D., Cahyasita, D., & Nugroho, A.D. (2023). Willingness to Pay and Barriers in Gen Z's Pro-Environmental Product Consumption. BIO Web of Conferences.
- Ajzen, I. (2002). Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior ¹. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Akbar, W., Hassan, S., Khueshid, S., & Niaz, M. (2018). Antecedents affecting customer's purchase intentions towards green products. *Journal of Sociological Research*, 5(1), 273–289
- Akbar, Sri., A (2021) Pengaruh presepsi greenwashing pada minat beli produk berkemasan ramah lingkungan yang dimediasi skeptisme/Master in Management Faculty of Economics and Business Universitas Gajah Mada
- Akturan, U. (2018). How does greenwashing affect green branding equity and purchase intention? An empirical research. *Marketing Intelligence & Planning*, 36(7), 809–824. <https://doi.org/10.1108/MIP-12-2017-0339>
- Alabi, O. A., Kehinde I, O., Oluwaseun, A., & Olufiropo E, A. (2019). Public and Environmental Health Effects of Plastic Wastes Disposal: A Review. *Journal of Toxicology and Risk Assessment*, 5(2). <https://doi.org/10.23937/2572-4061.1510021>

- Allen, S., Allen, D., Moss, K., Le Roux, G., Phoenix, V. R., & Sonke, J. E. (2020). Examination of the ocean as a source for atmospheric microplastics. *PLOS ONE*, 15(5), e0232746. <https://doi.org/10.1371/journal.pone.0232746>
- Antimova, R., Nawijn, J., & Peeters, P. (2012). The awareness/attitude-gap in sustainable tourism: A theoretical perspective. *Tourism Review*, 67(3), 7–16. <https://doi.org/10.1108/16605371211259795>
- Archibald, T. (2018). How We Can Stem The Tide. *National Geographic*. <https://www.nationalgeographic.com/magazine/article/plastic-planet-solutions-waste-pollution>
- Aria Auliandri, T., Armanu, Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy? Exploring young consumers' consumption in an emerging market. *Problems and Perspectives in Management*, 16(2), 376–384. [https://doi.org/10.21511/ppm.16\(2\).2018.34](https://doi.org/10.21511/ppm.16(2).2018.34)
- Agustiningsih, Y., & Yusiana, R. (2019). Pengaruh green brand knowledge dan green brand positioning terhadap green purchase intention di restoran kehidupan tidak pernah berakhir kota bandung tahun 2019. E-Proceeding of Applied Science, 5(3), 1859.
- Babin, B. J., & Harris, H. (2010). *South-Western Cengage Learning*. (CB2 ed.). Mason.
- 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), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bayrakdar, E., & Cetin, H. (2022). The effect of greenwashing perception on consumer purchase intention: The mediating role of consumer's green brand attitude. *International Journal of Consumer Studies*, 46(4), 625–634.
- Bulut, C., Nazli, M., Aydin, E., & Haque, A. U. (2021). The effect of environmental concern on conscious green consumption of post-millennials: The moderating role of greenwashing perceptions. *Young Consumers*, 22(2), 306–319. <https://doi.org/10.1108/YC-10-2020-1241>
- Circular Economy Knowledge Map. (2016). How is a circular economy different from a linear economy? Retrieved from Het Groene Brein: <https://kenniskaarten.hetgroenebrein.nl/en/knowledge-map-circular-economy/how-is-a-circular-economy-different-from-a-linear-economy/>
- Chairly, C., & Alam, M. E. N. (2019). The influence of environmental concern, green perceived knowledge, and green trust on green purchase intention. *Jurnal Manajemen (Edisi Elektronik)*, 10(2), 131–145.

- Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology and Marketing*, 18(4), 389–413. <https://doi.org/10.1002/mar.1013>
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Chen, K., & Deng, T. (2016). Research on the Green Purchase Intentions from the Perspective of Product Knowledge. *Sustainability*, 8(9), 943. <https://doi.org/10.3390/su8090943>
- Chen, S.-C., & Hung, C.-W. (2016). Elucidating the factors influencing the acceptance of green products: An extension of theory of planned behavior. *Technological Forecasting and Social Change*, 112, 155–163. <https://doi.org/10.1016/j.techfore.2016.08.022>
- 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. <https://doi.org/10.1108/00251741211216250>
- Cooper, D. R., & Shindler, P. S. (2014). *Business Research Methods*. McGraw-Hill.
- De Canio, F., Martinelli, E., & Endrighi, E. (2021). Enhancing consumers' pro-environmental purchase intentions: The moderating role of environmental concern. *International Journal of Retail & Distribution Management*, 49(9), 1312–1329. <https://doi.org/10.1108/IJRDM-08-2020-0301>
- Delener, N. (1990). The Effects of Religious Factors on Perceived Risk in Durable Goods Purchase Decisions. *Journal of Consumer Marketing*, 7(3), 27–38. <https://doi.org/10.1108/EUM0000000002580>
- Delmas, M. A., & Burbano, V. C. (2011). The Drivers of Greenwashing. *California Management Review*, 54(1), 64–87. <https://doi.org/10.1525/cmr.2011.54.1.64>
- Deng, Y., & Li, C. (2022). The impact of greenwashing on consumers' green purchase intention: The role of consumer environmental concern and green brand trust. *Journal of Business Research*, 132, 136–143.
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360–367. <https://doi.org/10.1016/j.jretconser.2012.03.010>

- Draskovic, N., Temperely, J., & Pavicic, J. (2020). Tourism and Hospitality Research consumer goods packaging: Croatian consumers' perspective(S). *International Journal of Management Cases*, 154-163.
- Engel, J., Kollat, D., & Blackwell, R. (1968). *Consumer behavior*. Holt, Rinehart & Winston.
- Felix, R., & Braunsberger, K. (2016). I believe therefore I care: The relationship between religiosity, environmental attitudes, and green product purchase in Mexico. *International Marketing Review*, 33(1), 137–155. <https://doi.org/10.1108/IMR-07-2014-0216>
- Ferrel, O. C., Hirt, G., & Ferrel, L. (2018). *Business Foundation: A Changing World*. McGraw-Hill Education.
- Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail & Distribution Management*, 35(6), 421–442. <https://doi.org/10.1108/09590550710750313>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley Publishing Company.
- Francina, V., & Thangam, J.A. (2020). Consumer Perception And Preferences Regarding Green Marketing (Green Products) Among Women Employees Of Banking Sector.
- Garnesia. (2018). *Mengintip Kota-kota Gudang Sampah di Indonesia*. Retrieved from tirto.id: <https://tirto.id/mengintip-kota-kota-gudang-sampah-di-indonesia-cE4o>
- Ghazali, E. M., Mutum, D. S., & Ariswibowo, N. (2018). Impact of religious values and habit on an extended green purchase behaviour model. *International Journal of Consumer Studies*, 42(6), 639–654. <https://doi.org/10.1111/ijcs.12472>
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif Dengan Partial Least Square (PLS), Dilengkapi Software Smartpls 3.0, Xlstat 2014, dan WarpPLS 4.0 Edisi 4*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3/E. Badan Penerbit Undip.
- <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/166531/slug/partial-least-squares-konsep-teknik-dan-aplikasi-menggunakan-program-smartpls-3-2-9-untuk-penelitian-empiris-3-e-.html>

- GlobeScan. (2020). Healthy & Sustainable Living: A Global Consumer Insights Project. *GlobeScan*. <https://globescan.com/trends/healthy-sustainable-living/>
- Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131, 629–638. <https://doi.org/10.1016/j.jclepro.2016.04.122>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hammer, M. R. (2015). The Developmental paradigm for intercultural competence research. *International Journal of Intercultural Relations*, 48, 12–13. <https://doi.org/10.1016/j.ijintrel.2015.03.004>
- Han, H., Hsu, L.-T. (Jane), & Lee, J.-S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), 519–528. <https://doi.org/10.1016/j.ijhm.2009.02.004>
- Hari Adi, P., & Adawiyah, W. R. (2018). The impact of religiosity, environmental marketing orientation and practices on performance: A case of Muslim entrepreneurs in Indonesia. *Journal of Islamic Marketing*, 9(4), 841–862. <https://doi.org/10.1108/JIMA-09-2016-0067>
- Hasnah Hassan, S. (2014). The role of Islamic values on green purchase intention. *Journal of Islamic Marketing*, 5(3), 379–395. <https://doi.org/10.1108/JIMA-11-2013-0080>
- Hassan, S. (2014). The role of Islamic values on green purchase intention. *Journal of Islamic Marketing*, 5(3), 379–395.
- Holbrook, M. B. (1986). *Emotions in the consumption experience: Toward a new model of consumer behavior*. Advances in Consumer Research.
- Horiuchi, R., Schuchard, R., Shea, L., & Townsend, S. (2009). *Understanding and Preventing Greenwash*:
- Howard, J., & Sheth, J. (1969). *The Theory of Buyer Behavior*. Wiley.

- Hu, H.-H., Parsa, H. G., & Self, J. (2010). The Dynamics of Green Restaurant Patronage. *Cornell Hospitality Quarterly*, 51(3), 344–362. <https://doi.org/10.1177/1938965510370564>
- Indrawan, R., & Yaniawati, R. P. (2014). *Metodologi Penelitian: Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan*. PT. Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Islam, T., & Chandrasekaran, U. (2020). Religiosity and consumer decision making styles of young Indian Muslim consumers. *Journal of Global Scholars of Marketing Science*, 30(2), 147–169. <https://doi.org/10.1080/21639159.2019.1679031>
- Junantari, S. (2023). [Https://plastikdetox.com/news/2023/08/rayakan-11-tahun-plastikdetox-bahas-upaya-pelaku-usaha-untuk-cegah-plastik-sekali-pakai](https://plastikdetox.com/news/2023/08/rayakan-11-tahun-plastikdetox-bahas-upaya-pelaku-usaha-untuk-cegah-plastik-sekali-pakai). *Plastik Detox.Com*. <https://plastikdetox.com/news/2023/08/rayakan-11-tahun-plastikdetox-bahas-upaya-pelaku-usaha-untuk-cegah-plastik-sekali-pakai>
- Kachaner, N., Nielsen, J., Portafaix, A., & Rodzko, F. (2020). *The Pandemic Is Heightening Environmental Awareness*. Retrieved from Boston Consulting Group. <https://www.bcg.com/publications/2020/pandemic-is-heightening-environmental-awareness>
- Katada.com (2022) Dampak Kemasan Ramah Lingkungan Terhadap Bisnis. <https://www.gemapack.gemaputraabadi.com/dampak-kemasan-ramah-lingkungan-terhadap-bisnis/>
- Kementrian lingkungan hidup. (2022). *Persoalan Sampah Indonesia* <https://www.menlhk.go.id/work-plan/lkj-klhk-2022/>
- Kim, Y., & Choi, S. M. (2005). *Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and PCE*.
- Kompas. (2018). *Indonesia Penyumbang Sampah Plastik Terbesar Kedua di Dunia*. <https://megapolitan.kompas.com/read/2018/08/19/21151811/indonesia-penyumbang-sampah-plastik-terbesar-kedua-di-dunia>
- Kopernik. (2019). Alternative Packaging Solutions. Retrieved from Kopernik. <https://solutions-catalog.kopernik.info/projects/a-lternative-packaging-solutions>

- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Marketing Management* (p. 412). Pearson.
- Kurpierz, J. R., & Smith, K. (2020). The greenwashing triangle: Adapting tools from fraud to improve CSR reporting. *Sustainability Accounting, Management and Policy Journal*, 11(6), 1075–1093. <https://doi.org/10.1108/SAMPJ-10-2018-0272>
- Lai, C. K., dan Cheng, E. W. (2016). Green purchase behavior of undergraduate students in Hong Kong. *The Social Science Journal*, 67-76.
- Laroche, M., Hui, M., & Zhou, L. (1994). A test of the effects of competition on consumer brand selection processes. *Journal of Business Research*, 31(2–3), 171–181. [https://doi.org/10.1016/0148-2963\(94\)90081-7](https://doi.org/10.1016/0148-2963(94)90081-7)
- Laufer, W. S. (2003). *Social Accountability and Corporate Greenwashing*.
- Lazarus, R. (1991). *Emotion and Adaptation*. Oxford University Press.
- Liu, Y., Segev, S., & Villar, M. E. (2018). Comparing two mechanisms for green consumption: Cognitive-affect behavior vs theory of reasoned action. *Journal of Consumer Marketing*, 34(5), 442–454. <https://doi.org/10.1108/JCM-01-2016-1688>
- Lopes, J. M., Gomes, S., & Trancoso, T. (2023a). The Dark Side of Green Marketing: How Greenwashing Affects Circular Consumption? *Sustainability*, 15(15), 11649. <https://doi.org/10.3390/su151511649>
- Lopes, J. M., Gomes, S., & Trancoso, T. (2023b). The dark side of green marketing: How greenwashing affects circular consumption? *Sustainability*, 15(15), 11649.
- Lu, X., Sheng, T., Zhou, X., Shen, C., & Fang, B. (2022). How Does Young Consumers' Greenwashing Perception Impact Their Green Purchase Intention in the Fast Fashion Industry? An Analysis from the Perspective of Perceived Risk Theory. *Sustainability*, 14(20), 13473. <https://doi.org/10.3390/su142013473>
- Lyon, T. P., & Maxwell, J. W. (2011). Greenwash: Corporate Environmental Disclosure under Threat of Audit. *Journal of Economics & Management Strategy*, 20(1), 3–41. <https://doi.org/10.1111/j.1530-9134.2010.00282.x>
- Marcelino, D., & Widodo, A. (2020). Green Purchase Intention on Nutrifood's Consumer in Bandung: The Role of Environment Concern With Green Trust Mediation. *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, 4(1), 01. <https://doi.org/10.31104/jsab.v4i1.152.CITATIONS>

- Marquis, C., Michael, W. T., & Zhou, Y. (2016). *Scrutiny, Norms, and Selective Disclosure: A Global Study of Greenwashing*. Edward Elgar Publishing. <https://doi.org/10.4337/9781849807630>
- Maziriri, E. T. (2020). Green packaging and green advertising as precursors of competitive advantage and business performance among manufacturing small and medium enterprises in South Africa. *Cogent Business & Management*, 7(1), 1719586. <https://doi.org/10.1080/23311975.2020.1719586>
- Merella, V., & Santabárbara, D. (2016). Do the Rich (Really) Consume Higher-Quality Goods? Evidence from International Trade Data. ERN: Equity.
- Milfont, T. L., & Gouveia, V. V. (2006). Time perspective and values: An exploratory study of their relations to environmental attitudes. *Journal of Environmental Psychology*, 26(1), 72–82. <https://doi.org/10.1016/j.jenvp.2006.03.001>
- Mordor, I. (2020). Green Packaging Market—Growth, Trends, COVID-19 Impact, and Forecasts (2021—2026). *Hyderabad: Mordor Intelligence*.
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167–175. <https://doi.org/10.1108/JCM-10-2014-1179>
- Mostafa, M. M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology and Marketing*, 24(5), 445–473. <https://doi.org/10.1002/mar.20168>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy (13th ed.)*. McGraw-Hill Education.
- Muflih, M., & Juliana, J. (2021). Halal-labeled food shopping behavior: The role of spirituality, image, trust, and satisfaction. *Journal of Islamic Marketing*, 12(8), 1603–1618. <https://doi.org/10.1108/JIMA-10-2019-0200>
- Mukhtar, A., & Mohsin Butt, M. (2012). Intention to choose *Halal* products: The role of religiosity. *Journal of Islamic Marketing*, 3(2), 108–120. <https://doi.org/10.1108/17590831211232519>
- Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, 29(3), 838–845. <https://doi.org/10.1002/bse.2401>
- Naalchi Kashi, A. (2019). 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., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, 12(19), Article 19. <https://doi.org/10.3390/su12197880>
- 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. <https://doi.org/10.1016/j.jbusres.2015.01.007>
- 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), Article 9. <https://doi.org/10.3390/su11092653>
- Nova, N. S., & Silvianita, A. (2023). Pengaruh Green Brand Knowledge dan Attitude Toward Green Brand terhadap Green Purchase Intention pada Produk Innisfree di Kota Bandung. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(9), 6797–6803. <https://doi.org/10.54371/jiip.v6i9.2178>
- Ogbeibu,S., Emelifeonwu,J., Senadjki,A., Gaskin,J., & Kaivo-oja,J. (2020).Technological turbulence and greening of team creativity, product innovation, and human resource management: Implications for sustainability. *Journal of CleanerProduction*,244,118703. <https://doi.org/10.1016/j.jclepro.2019.118703>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Pagiaslis, A., & Krontalis, A. K. (2014). Green Consumption Behavior Antecedents: Environmental Concern, Knowledge, and Beliefs: ANTECEDENTS OF GREEN CONSUMER BEHAVIOR. *Psychology & Marketing*, 31(5), 335–348. <https://doi.org/10.1002/mar.20698>
- Pulungan, M. H., Dewi, I. A., Rahma, N. L., Perdani, C. G., Wardina, K., & Pujianna, D. (2018). Teknologi Pengemasan dan Pneyimpanan. Malang: UB Press.
- Rajendran, S. D., Wahab, S. N., & Singh, M. K. P. (2019). *Malaysian consumers' preference for green packaging*. <https://doi.org/10.1504/IJSSS.2019.103629>
- Relawati, R., Ariadi, B. Y., & Purwono, B. S. A. (2020). The Factors Affecting Green Consumer Behavior: Evidence from Malang, East Java, Indonesia. *TEST Engineering & Management*, 82, 7560–7570.

- RepRisk. (2023). RepRisk data shows increase in greenwashing with one in three greenwashing public companies also linked to social washing <https://www.businesswire.com/news/home/20231002910516/en/RepRisk-data-shows-increase-in-greenwashing-with-one-in-three-greenwashing-public-companies-also-linked-to-social-washing>
- Roseman, I. (1982). *Cognitive Determinants of Emotions*. New Haven: Yale University.
- Sabbir, Md. M., Rahman, Md. S., Nomi, M., & Jahan, T. (2020). UNDERSTANDING INTERNET BANKING USE IN BANGLADESH: THE ROLE OF INTERNET BANKING APPS, CUSTOMERS' PERCEPTIONS AND GREEN CONCERN. *Turkish Journal of Marketing*, 5(2), 100–120. <https://doi.org/10.30685/tujom.v5i2.89>
- Salam, M. T., Smith, K. T., & Mehboob, F. (2022). Purchase intention for green brands among Pakistani millennials. *Social Responsibility Journal*, 18(3), 469–483. <https://doi.org/10.1108/SRJ-08-2020-0341>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif: Pengembangan Hipotesis dan Pengujinya Menggunakan SmartPLS*. Andi.
- Schiffman, G. L., & Wisenblit, J. (2015). *Consumer behavior*. Pearson Education.
- Schindler, P. (2019). *Business Research Methods*. McGraw-Hill Education.
- Sekaran, U., & Bougie, R. (2016). *ResearchMethodsforBusiness:ASkill-Building Approach*. John Wiley & Sons.
- Shah, S. K., Zhongjun, T., Sattar, A., & XinHao, Z. (2021). Consumer's intention to purchase 5G: Do environmental awareness, environmental knowledge and health consciousness attitude matter? *Technology in Society*, 65, 101563. <https://doi.org/10.1016/j.techsoc.2021.101563>
- Shakil, M. H., Idrees, R. N., Ehsan, S., & Anwar, W. (2023). Impact of green human resource management on green creativity in pharmaceutical companies: Mediation role of green mindset. *Environmental Science and Pollution Research*, 30(38), 88481–88494. <https://doi.org/10.1007/s11356-023-28626-2>
- Siyavooshi, M., Foroozanfar, A., & Sharifi, Y. (2019). Effect of Islamic values on green purchasing behavior. *Journal of Islamic Marketing*, 10(1), 125–137. <https://doi.org/10.1108/JIMA-05-2017-0063>
- Solomon, M. R. (2011). *Consumer Behavior: Buying, Having, and Being*. Upper Saddle River: Pearson.

- Sulyianto. (2018). *Metodologi Penelitian Bisnis dan Ekonomi Pendekatan Kuantitatif*. Yogyakarta: Pustakabarupress.
- Sugiyono. (2019). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Suhardi, D. A. (2009). Media Riset Bisnis & Manajemen. *Google Scholar*, 91-112.
- Suhartanto, D. (2014). *Metode Riset Pemasaran*. Bandung: Alfabeta.
- Suhartanto, D., Mohd Suki, N., Najib, M., Suhaeni, T., & Kania, R. (2023). Young Muslim consumers' attitude towards green plastic products: The role of environmental concern, knowledge of the environment and religiosity. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2021-0277>
- Supriadi, C. (2017). Karya Anak Bangsa Jadi Solusi Masalah Plastik Dunia! Retrieved. *Marketing.Co.Id*. <https://marketing.co.id/karya-anak-bangsa-jadi-solusi-masalah-plastik-dunia/>
- Tadajewski, M., dan Wagner-Tsukamoto, S. (2006). Anthropology and consumer research: qualitative insights into green consumer behavior. *Qualitative Market Research*, 8-25.
- TerraChoice. (2010). *The Sins of Greenwashing: Home and Family Edition*. TerraChoice. https://www.twosides.info/wp-content/uploads/2018/05/Terrachoice_The_Sins_of_Greenwashing_-Home_and_Family_Edition_2010.pdf
- Urbański, M., & Ul Haque, A. (2020). Are You Environmentally Conscious Enough to Differentiate between Greenwashed and Sustainable Items? A Global Consumers Perspective. *Sustainability*, 12(5), 1786. <https://doi.org/10.3390/su12051786>
- United Nations. (2015, September 25). *Sustainable Development Goals*. Retrieved from sdgs.un.org: <https://sdgs.un.org/goals>
- Valentine, O. (2019, November 6). *Social Media's Influence on Green Consumerism*. Retrieved from we are social: <https://wearesocial.com/blog/2019/11/social-medias-influence-on-green-consumerism>
- Walker, K., & Wan, F. (2012). The Harm of Symbolic Actions and Green-Washing: Corporate Actions and Communications on Environmental Performance and Their Financial Implications. *Journal of Business Ethics*, 109(2), 227–242. <https://doi.org/10.1007/s10551-011-1122-4>

- Wandosell, G., Parra-Meroño, M. C., Alcayde, A., & Baños, R. (2021). Green Packaging from Consumer and Business Perspectives. *Sustainability*, 13(3), 1356. <https://doi.org/10.3390/su13031356>
- Wang, L., Weng Wong, P. P., & Elangkovan, N. A. (2020). The Influence of Religiosity on Consumer's Green Purchase Intention Towards Green Hotel Selection in China. *Journal of China Tourism Research*, 16(3), 319–345. <https://doi.org/10.1080/19388160.2019.1637318>
- Wibisono, D. (2013). *Panduan Penyusunan Skripsi, Tesis & Disertasi*. CV. ANDI OFFSET (Penerbit ANDI).
- Widodo. (2017). *Metodologi Penelitian: Populer & Praktis*. PT. Raja Grafindo Persada.
- Williams, A. (2019). Biodegradable bags can hold a full load of shopping three years after being discarded in the environment. *Retrieved from University of Plymouth*. <https://www.plymouth.ac.uk/news/biodegradable-bags-can-hold-a-full-load-of-shopping-three-years-after-being-discarded-in-the-environment>
- WWF. (2020). *Why Are We Losing Nature?* Retrieved from Living Planet Report. <https://livingplanet.panda.org/en-US/why-are-we-losing-nature>
- Wyrwa, J., & Barska, A. (2020). Packaging as a Source of Information About Food Products. *Procedia Engineering*, 182, 770–779. <https://doi.org/10.1016/j.proeng.2017.03.199>
- Zaidi, S. M. M. R., Yifei, L., Bhutto, M. Y., Ali, R., & Alam, F. (2019). *The Influence of Consumption Values on Green Purchase Intention: A Moderated Mediation of Greenwash Perceptions and Green Trust* (SSRN Scholarly Paper 3522451). <https://papers.ssrn.com/abstract=3522451>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zero Waste Indonesia Alliance. (2020). Reventing Fake Solutions Lobbying by Bioplastics Industry in Jakarta. *Retrieved from Aliansi Zero Waste Indonesia*. <https://aliansizerowaste.id/2020/08/31/mencegah-lobi-lobi-solusi-palsu-pe-laku-industri-bioplastik-di-jakarta/>
- 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. <https://doi.org/10.1016/j.jclepro.2018.03.201>

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12, 644020. <https://doi.org/10.3389/fpsyg.2021.644020>

Zhang, G., & Zhao, Z. (2020). Green packaging management of logistics enterprises. Physics Procedia, 900-905.

Zonaebt.com. (2022). Penggunaan produk ramah lingkungan sebagai wujud pelestarian alam. <https://zonaebt.com/lingkungan/penggunaan-produk-ramah-lingkungan-sebagai-wujud-pelestarian-alam/>