

REFERENSI

- Abdillah, M. F., & Utama, A. (2018). Pengaruh Green Product dan Corporate Social Responsibility terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli (Studi pada Konsumen Lampu Philips LED di Yogyakarta). *Jurnal Ilmu Manajemen*, 15(2), 81–90.
- Agustia, D., Permatasari, Y., Fauzi, H., & Sari, M. N. A. (2020). Research and development intensity, firm performance, and green product innovation. *Journal of Security and Sustainability Issues*, 9(3), 1039–1049.
- Alabi, O. A., Ologbonjaye, K. I., Awosolu, O., & Alalade, O. E. (2019). Public and environmental health effects of plastic wastes disposal: a review. *J Toxicol Risk Assess*, 5(021), 1–13.
- Alamsyah, D. P., & Muhammed, H. A. A. (2019). Antecedents of green awareness for Eco-Friendly Products. *ASEAN Marketing Journal*, 10(2), 3.
- Ali Saud Bisheen. (2024). Green human resources management practices and its role in achieving competitive excellence through mediating role of environmental innovation. *International Journal of Research in Human Resource Management*, 6(2).
- Amalia, S., & Ramli, R. (2024). Pengaruh Green Marketing Terhadap Minat Beli Pada Produk Fore Coffee Di Bandung. *JURNAL ILMIAH EDUNOMIKA*, 8(1).
- Arry Widodo, & Rennyta Yusiana. (2022). *Green Marketing Dalam Perspektif Bisnis* (Wildan, Ed.; p. 4). Refika Aditama.
- Bekar, A., Durmaz, Ş., & Yozukmaz, N. (2020). The effect of green practices on emotional attachment and green loyalty of coffee shop consumers (Turkey). *Turizam*, 24(1), 33–45.
- Brenda Estherina. (2023). Strategi Content Marketing Fore Coffee Melalui Media Sosial untuk Memperoleh Customer Engagement di era New Normal. *Universitas Multimedia Nusantara*, 2–7.
- Buchari, A. (2014). Marketing and Service Marketing Management. *Alfabeta: Bandung*.
- Capital One. (2024, March 2). *Eco-Conscious Consumer Statistics*. Capital One Shopping.

- Chang, K.-C., Hsu, C.-L., Hsu, Y.-T., & Chen, M.-C. (2019). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, *49*, 336–345.
- Chen, Y.-S., & Chang, C.-H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, *114*, 489–500.
- Cooper, D. R., & Schindler, P. (2014). *Business research methods*. Mcgraw-hill.
- Copernicus Climate Change Service. (2023). *Surface air temperature for September 2023*. Copernicus Climate Change Service.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Dabija, D.-C. (2018). Enhancing green loyalty towards apparel retail stores: A cross-generational analysis on an emerging market. *Journal of Open Innovation: Technology, Market, and Complexity*, *4*(1), 1–16.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, *165*, 1263–1279.
- DiPietro, R. B., Cao, Y., & Partlow, C. (2013). Green practices in upscale foodservice operations: Customer perceptions and purchase intentions. *International Journal of Contemporary Hospitality Management*, *25*(5), 779–796.
- Dorantes, G. A., Salais Fierro, T. E., & Camacho Ruelas, G. (2019). The relevance of green practices worldwide: an overview. *World Journal of Entrepreneurship, Management and Sustainable Development*, *15*(2), 98–108.
- Dwi Hadya Jayani. (2021, August 24). *5 Alasan Konsumen Belanja Produk Ramah Lingkungan*. Databoks.
- Ekawati, N., Yasa, N., Kusumadewi, N., & Setini, M. (2021). The effect of hedonic value, brand personality appeal, and attitude towards behavioral intention. *Management Science Letters*, *11*(1), 253–260.
- Fahmi, M. A., Darmayanti, N. L., & Yulyadin, Y. (2023). Pendorong dan Praktik Rantai Pasokan Hijau dalam Penggantian Kantong Plastik di Retail Modern: Analisis Empiris Kinerja Manajemen. *Jurnal Multidisiplin West Science*, *2*(06), 376–386.

- Fatharani, N. A. (2023). Pengaruh Green Product, Green Brand Image, dan Green Advertising terhadap Keputusan Pembelian. *Jurnal Pendidikan Tambusai*, 7(3), 21348–21359.
- Firdaus, R. F., & Yunani, A. (2024). BRAND IMAGE SEBAGAI VARIABEL MEDIATOR PENGARUH GREEN MARKETING TERHADAP LOYALITAS KONSUMEN; KAJIAN EMPIRIS SEBUAH COFFEESHOP GLOBAL DI KOTA BANDUNG. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 11(1), 936–947.
- Flacandji, M., Passebois Ducros, J., & Ieva, M. (2023). Redesigning loyalty marketing for a better world: the impact of green loyalty programs on perceived value. *Journal of Service Theory and Practice*, 33(4), 465–487.
- Fore Coffee. (2023). *Fore Coffee Indonesia*. Fore Coffee.
- Francina, V., & Thangam, J. A. S. (2020). Consumer Perception And Preferences Regarding Green Marketing (Green Products) Among Women Employees Of Banking Sector. *Think India Journal*, 22(43), 117–121.
- González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023). Positive effects of green practices on the consumers' satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10).
- Gorji, M., Grimmer, L., Grimmer, M., & Siami, S. (2021). Retail store environment, store attachment and customer citizenship behaviour. *International Journal of Retail & Distribution Management*, 49(9), 1330–1347.
- 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.
- Hanifah, H. N., Hidayati, N., & Mutiarni, R. (2019a). Pengaruh produk ramah lingkungan/Green Product dan Harga terhadap keputusan pembelian produk Tupperware. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(1), 37–44.
- Hanifah, H. N., Hidayati, N., & Mutiarni, R. (2019b). Pengaruh produk ramah lingkungan/Green Product dan Harga terhadap keputusan pembelian produk Tupperware. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(1), 37–44.
- Haque-Fawzi, M. G., Iskandar, A. S., Erlangga, H., & Sunarsi, D. (2022). *STRATEGI PEMASARAN Konsep, Teori dan Implementasi*. Pascal Books.

- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*, 115–135.
- Herrmann, F. F., Barbosa-Povoa, A. P., Butturi, M. A., Marinelli, S., & Sellitto, M. A. (2021). Green supply chain management: conceptual framework and models for analysis. *Sustainability*, *13*(15), 8127.
- Hidayah, M. R., & Sugandini, D. (2022). Mediasi sikap konsumen pada pengaruh green product, green advertising, green brand trust terhadap keputusan pembelian produk makanan organik. *Jurnal Manajemen Dan Inovasi (MANOVA)*, *5*(2), 46–62.
- Hu, H.-H., Parsa, H. G., & Self, J. (2010). The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly*, *51*(3), 344–362.
- Hung-Che Wu, & Guo-Wei Chen. (2020). The Routledge Handbook of Tourism Experience Management and Marketing. In Saurabh Kumar Dixit (Ed.), *Skip to main content The Routledge Handbook of Tourism Experience Management and Marketing Accessibility symbol Accessibility Information Book The Routledge Handbook of Tourism Experience Management and Marketing* (1st Edition, p. 11).
- Hutauruk, T. R. (2019). Manajemen Inovasi sebagai solusi kebijakan terhadap persoalan sampah plastik di kota Samarinda. *Jurnal Riset Inossa: Media Hasil Riset Pemerintahan, Ekonomi Dan Sumber Daya Alam*, *1*(1), 1–12.
- Indrawati, P. D. (2015). Metode penelitian manajemen dan bisnis konvergensi teknologi komunikasi dan informasi. *Bandung: PT Refika Aditama*.
- Irene Radius Saretta. (2019, December 18). *Kisah & Rahasia Fore Coffee Menjadi Start Up Sukses dalam Waktu Sekejap*. Cermati.Com.
- Istiqomah, N., Saidah, Z., Rachmawati, E., & Pardian, P. (2022). Analisis Pengetahuan Konsumen tentang Green Marketing pada Produk Kopi Work Coffee Indonesia. *Jurnal Agrinika: Jurnal Agroteknologi Dan Agribisnis*, *6*(2), 176–190.
- 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.
- Jang, Y. J., Kim, W. G., & Lee, H. Y. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management*, *44*, 146–156.

- Juliana, A. T., Tresnati, R., & Mahani, S. A. E. (2017). Pengaruh Green Marketing terhadap Keputusan Pembelian (Survey Pelanggan pada Produk Makanan Ramah Lingkungan di Restoran Kehidupan Tidak Pernah Berakhir Kota Bandung). *Prosiding Manajemen*, 767–773.
- Jurnal data GoodStats. (2024, March 14). *Pola Konsumsi Kopi Orang Indonesia di Tahun 2024*. GoodStats.
- Kementerian Lingkungan Hidup dan Kehutanan. (2022). *Kementerian Lingkungan Hidup dan Kehutanan*. <https://www.menlhk.go.id/>.
- Ko, J.-H., & Jeon, H.-M. (2024). The Impact of Eco-Friendly Practices on Generation Z's Green Image, Brand Attachment, Brand Advocacy, and Brand Loyalty in Coffee Shop. *Sustainability*, 16(8), 3126.
- Kompas. (2018). *Indonesia Penyumbang Sampah Plastik Terbesar Kedua di Dunia*. Kompas.Com.
- Kotler, P. (n.d.). *Armstrong (2012) Marketing Management*. New Jersey: Prentice-Hall.
- Kotler, P. (2020). Marketing and value creation. *Journal of Creating Value*, 6(1), 10–11.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. England: Pearson Education Limited.
- Kusnadi, D. S., & Darma, G. S. (2018). Menakar Implementasi Green Marketing Pada Usaha Kecil Menengah. *Jurnal Manajemen Bisnis*, 15(1), 1–18.
- Lai, C. K. M., & Cheng, E. W. L. (2016). Green purchase behavior of undergraduate students in Hong Kong. *The Social Science Journal*, 53(1), 67–76.
- Lee, J., Kim, B. J., Park, S., Park, S., & Oh, K. (2018). Proposing a value-based digital government model: Toward broadening sustainability and public participation. *Sustainability*, 10(9), 3078.
- Lemmink, J., Schuijf, A., & Streukens, S. (2003). The role of corporate image and company employment image in explaining application intentions. *Journal of Economic Psychology*, 24(1), 1–15.
- Lestiani, E., Maryam, S., & Widayanti, R. (2020). INFLUENCE OF CONSUMER PERCEPTION AND KNOWLEDGE OF ECOLABELLING ON DECISION OF BUYING GREEN PRODUCT. *Bongaya Journal of Research in Management*, 3.

- Mai, K. N., Nhan, D. H., & Nguyen, P. T. M. (2023). Empirical study of green practices fostering customers' willingness to consume via customer behaviors: The case of green restaurants in Ho Chi Minh city of Vietnam. *Sustainability*, *15*(5), 4263.
- Makatumpias, D., Moniharapon, S., & Tawas, H. N. (2018). The Effect of Green Product and Brand Image on The Purchase Decision of Oriflame Product in Manado. *4063 Jurnal EMBA*, *6*(4).
- Marcelino, D., & Widodo, A. (2020). Green Purchase Intention on Nutrifoodâ€™s Consumer in Bandung: The Role of Environment Concern With Green Trust Mediation. *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, *4*(1), 1–10.
- Maria Rosari Dwi Putri. (2021, August 19). *Menilik limbah di balik kemasan kopi kekinian*. Antara.
- Masdakaty, Y. (2019). *Fore Coffee: The Next Generation Of Coffee Shop*. Diakses.
- Mazwan, M. Z., Windiana, L., Mahdalena, G., & Erni, D. (n.d.). Green Marketing Attributes of Coffee Shops, Purchasing Interests, Lifestyles: What Really Affects Consumer Satisfaction? *Agro Ekonomi*, *34*(2), 84–96.
- Merella, V., & Santabárbara, D. (2016). *Do the rich (really) consume higher-quality goods? Evidence from international trade data*.
- Mukhaiyar, U., Sasmito, K. A., & Alfairus, M. Q. (2023). Metode Response Based Unit Segmentation Partial Least Square pada Model Partial Least Square Path Modeling. *Euler: Jurnal Ilmiah Matematika, Sains Dan Teknologi*, *11*(1), 124–135.
- Mutiara Nabila. (2023). *Kenalan dengan Vico Lomar, Sosok yang Bakal Bawa Fore Coffee Go International*. Entrepreneur.Bisnis.Com.
- Nursetiawan, I., Yuliani, D., Prabowo, F. H. E., Maharani, R., Seviany, D. K., & Nugraha, F. S. (2024). Pemberdayaan Masyarakat Melalui Pengembangan Inovasi Produk Turunan Kopi Berbasis Ekonomi Hijau Di Desa Sukamaju. *Jurnal Abdimas Indonesia*, *4*(3), 1169–1178.
- Paath, D. N., Tampi, J. R. E., & Mukuan, D. D. S. (2020). Green Marketing terhadap Keputusan Pembelian pada Starbucks Manado Town Square. *Productivity*, *1*(3), 274–278.
- Papadas, K.-K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, *104*, 632–643.

- Permata, S. (2020). Pembinaan Strategi Membangun Wirausaha Berbasis Green Marketing Bagi Siswa SMKN 49 Jakarta Utara. *IKRA-ITH ABDIMAS*, 3(3), 164–168.
- Purnama, P. A. I., & Adi, N. R. (2019). Green marketing dan quality brand sebagai prediktor perilaku konsumen dan dampaknya terhadap keputusan pembelian produk. *Jurnal Manajemen Bisnis*, 16(1), 185–205.
- Purnomo, B. R., & Munggaran, M. W. (2023). Model Bisnis Sosial Kedai Kopi Ramah Lingkungan di Yogyakarta. *Jurnal Kawistara*, 13(2), 202–221.
- Rahardjo, B., Akbar, B. M. B., Iskandar, Y., & Shalehah, A. (2020). Analysis and strategy for improving Indonesian coffee competitiveness in the international market. *BISMA (Bisnis Dan Manajemen)*, 12(2), 154–167.
- Santika, A. W., Wijayanti, J., Sugiarto, K., & Pakpahan, A. K. (2023). Pengaruh Green Marketing dan Service Quality Terhadap Customer Loyalty dengan Customer Satisfaction Sebagai Moderasi Pada Kedai Kopi. *Jurnal Pendidikan Tambusai*, 7(2), 18477–18485.
- Sarvina, Y., June, T., Surmaini, E., Nurmalina, R., & Hadi, S. S. (2020). Strategi peningkatan produktivitas kopi serta adaptasi terhadap variabilitas dan perubahan iklim melalui kalender budidaya. *Jurnal Sumberdaya Lahan*, 14(2), 65–78.
- Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Sihombing, E. K., & Tobing, R. P. (2023). Pengaruh Green Product dan Service Quality Terhadap Purchase Decision pada Fore Coffee di Jakarta Pusat. *Ethics and Law Journal: Business and Notary*, 1(2), 90–103.
- Steffen Andersen. (2019, November 22). *The world of paper cups*. Limepack.
- Subiantoro, E., & Budidharmanto, L. P. (2021). *The effect of green product and green promotion on increased consumer loyalty at starbucks coffee*.
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Sugiyono, S. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta. *Procrastination And Task Avoidance: Theory, Research and Treatment*. New York: Plenum Press, Yudistira P, Chandra.
- Sujarweni, V. W. (2019). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.

- Tjiptono, F. (2019). *Kepuasan Pelanggan-Konsep, Pengukuran, Dan Strategi* (A. Diana (ed.)). ANDI OFFSET.
- Uikey, A. A. A., & Baber, R. (2023). Exploring the Factors that Foster Green Brand Loyalty: The Role of Green Transparency, Green Perceived Value, Green Brand Trust and Self-Brand Connection. *Journal of Content, Community & Communication*, 17, 155–170.
- Wang, F., Wang, Y., Han, Y., & Cho, J. H. (2024). Optimizing brand loyalty through user-centric product package design: A study of user experience in dairy industry. *Heliyon*, 10(3).
- Wibowo, A. E. (2021). *Metodologi Penelitian Pegangan untuk Menulis Karya Ilmiah*. Penerbit Insania.
- Winarno, S. H. (2019). Pengaruh Penerapan Green Advertising Dan Harga Premium Terhadap Keputusan Pembelian. *J. Ilm. Ekon. Dan Bisnis*, 16(1), 25–34.
- WWF. (2020). *Why Are We Losing Nature? Retrieved from Living Planet Report*. WWF.
- Yudawisastra, H. G. (2021). Pengaruh Produk Hijau terhadap Bisnis yang Berkelanjutan: Studi pada Restoran di Kabupaten Badung di Masa Pandemi Covid-19. *WELFARE Jurnal Ilmu Ekonomi*, 2(1), 1–8.