

## DAFTAR PUSTAKA

- Ajzen, I. & Fishbein, M. (1980) Understanding Attitudes and Predicting Social Behavior Englewood Cliffs, NJ: Prentice-Hall.
- Al Rizqi, S. D. (2019). *Perilaku Masyarakat dalam Mengelola Sampah Rumah Tangga di Desa Kemlagi Kecamatan Kemlagi Kabupaten Mojokerto*. Skripsi Library UIN Sunan Ampel Surabaya.
- Algifari dan Rahardja, C.T., (2020). Pengolahan Data Penelitian Bisnis dengan SmartPLS 3. Edisi Satu. Kurnia Alam Semesta, Yogyakarta.
- Azra, A. (2020). Islam Indonesia 2020. UII Press
- Bearden, W.O., Netemeyer, R.C. and Teel, J.E. 1989. "Measurement of Consumer Susceptibility to Interpersonal Influence", *The Journal of Consumer Research*, Vol. 15 No. 4, pp. 473-81
- Carrillo-Hermosilla, J., del Río, P., & Könnölä, T. (2010). Diversity of eco-innovations: Reflections from selected case studies. *Journal of Cleaner Production*, 18(10–11), 1073–1083.
- Chambers, E., Chambers, E., & Castro, M. (2018). What is “Natural”? Consumer Responses to Selected Ingredients. *Foods*, 7(4), 65. <https://doi.org/10.3390/foods7040065>
- Chapman, R. L., Soosay, C., & Kandampully, J. (2002). Innovation in logistic services and the new business model: a conceptual framework. *Managing Service Quality: An International Journal*, 12(6), 358–371.
- Cheah, I., and Phau, I. 2011. "Attitudes towards Environmentally Friendly Products TheInfluence of Ecoliteracy, Interpersonal Influence and Value Orientation" *Marketing Intelligence & Planning*.Vol. 29 No. 5, 2011, pp.452-472.
- Deuze, Mark. (2008), "Convergence Culture in the Creative Industries", *International Journal og Cultural Studies*, Los Angeles, London, New Delhi and Singapore, [www.sagepublications.com](http://www.sagepublications.com), Volume 10(2): 243-263.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). *Green products and Corporate Strategy: An Empirical Investigation*", *Society and Business Review*, 1(2), 144-157
- El-Kassar, A.-N., & Singh, S. K. (2019). Green innovation and organizational performance: The influence of big data and the moderating role of

- management commitment and HR practices. *Technological Forecasting and Social Change*, 144(7), 483–498.
- Ertz, M., Karakas, F., and Sarigöllü, E. (2016). Exploring pro-environmental behaviors of consumers: an analysis of contextual factors, attitude, and behaviors. *J. Bus. Res.* 69, 3971–3980. doi: 10.1016/j.jbusres.2016.06.010
- Fernando, Y., Chiappetta Jabbour, C. J., & Wah, W.-X. (2019). Pursuing green growth in technology firms through the connections between environmental innovation and sustainable business performance: Does service capability matter? *Resources, Conservation and Recycling*, 141(2), 8–20.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131. <https://doi.org/10.1016/j.jclepro.2016.04.122>
- Grant, John. 2007. *The Green Marketing Manifesto*. West Sussex: John Wiley & Sons, Ltd.
- Guagnano, G. A., Stern, P. C., & Dietz, T. (1995). Influences on attitude-behavior relationships: A natural experiment with curbside recycling. *Environment and Behavior*, 27(5), 699–718. <https://doi.org/10.1177/0013916595275005>
- Hakim, A.R. (2010). Analisis Pengaruh Penerapan Konsep Green Marketing Terhadap Keputusan Pembelian Produk di Serambi Botani, Botani Square-Bogor. Bogor: Institut Pertanian Bogor
- Hertanto, E. (2017). Perbedaan Skala Likert Lima Skala dengan Modifikasi Skala Likert Empat Skala. *Jurnal Metodologi Penelitian* September 2017.
- Hojnik, J., & Ruzzier, M. (2016). The driving forces of process eco-innovation and its impact on performance: Insights from Slovenia. *Journal of Cleaner Production*, 133, 812–825. <https://doi.org/10.1016/j.jclepro.2016.06.002>
- Huang, H. (2016). Media use, environmental beliefs, self-efficacy, and pro-environmental behavior. *J. Bus. Res.* 69, 2206–2212. doi: 10.1016/j.jbusres.2015.12.031
- Islam, M. S., Moeinzadeh, S., Tseng, M.-L., & Tan, K. (2021). A literature review on environmental concerns in logistics: Trends and future challenges. *International Journal of Logistics Research and Applications*, 24(2), 126–151. <https://doi.org/10.1080/13675567.2020.1732313>

- Echols, J. M. & Sadily, H. (1986). Kamus Inggris-Indonesia. Cet. XIV; Jakarta: PT. Gramedia.
- Kamarudin, F., Anwar, N. A. M., Chien, F., & Sadiq, M. (2021). Efficiency of microfinance institutions and economic freedom nexus: Empirical evidence from four selected ASIAN countries. *Transformations in Business & Economics*, 20(2b), 845–868.
- Kemp, R., & Pearson, P. (2007). Final report MEI project about measuring eco-innovation. UM Merit, Maastricht.
- Kholid, I. (2015). Analisis pemanfaatan sumber daya energi alternatif sebagai energi terbarukan untuk mendukung substitusi BBM. *Jurnal Iptek*, 19(2), 75-91. <https://doi.org/10.31284/j.iptek.2015.v19i2.12>
- Kurniawan, R., & Iriana, F. (2023). Pengaruh Green Marketing Terhadap Minat Beli Konsumen: Systematic literature reviews. *Jurnal Studi Islam dan Humaniora*, 4(1), 304-315.
- Kumar, S., Talwar, S., Krishnan, S., Kaur, P., & Dhir, A. (2021). Purchasing natural personal care products in the era of fake news? The moderation effect of brand trust. *Journal of Retailing and Consumer Services*, 63, 102668. <https://doi.org/10.1016/j.jretconser.2021.102668>
- Laroche, M., Kim, C., & Zhou, L. (1996). Brand familiarity and confidence as determinants of purchaseintention: An empirical test in a multiple brand context. *Journal of Business Research*, 37, 115–120.
- Mayangsari, N. E., Ramadani, T. A., Jannah, N. M., & Widiana, D. R. (2023). Daur Ulang Limbah Kemasan Multilayer sebagai Bahan Pembuatan Tawas untuk Menurunkan Parameter Pencemar Industri Tahu. *Jurnal Teknologi*, 15(1), 97-103.
- Moslehpoor, M., Chau, K.Y., Du, L., Qiu, R., Lin, C.Y., and Batbayar, B. 2023. Predictors of Green Purchase Intention Toward Eco-Innovation and *Green products*: Evidence from Taiwan. *Economic Research-Ekonomska Istraživanja*, 36(2), pp. 1-22. <https://doi.org/10.1080/1331677X.2022.2121934>
- Noor, N. A. Mohm., Azli Muhammad and Hayatul S. Salleh. 2012. Creating Green Consumer: How Environmental Knowledge and Environmental Attitude Lead to Green Purchase Behavior. *International Journal of Arts & Sciences*.5. (1). pp 55-71

- Noviadji, B. R. (2014). Desain kemasan tradisional dalam konteks kekinian. *Artika*, 1(1), 10–21. [https://doi.org/https://doi.org/10.34148/artika.v1i1.24](https://doi.org/10.34148/artika.v1i1.24)
- Okada, E.M. & Mais, E.L. (2010). Framing the green alternative for environmentally conscious consumers, sustainability accounting. *Management and Policy Journal*. 1 (2), 222-234.
- Pankaj, K.A. and Vishal, K.L. (2014). Consumer adoption of *green products* and their role in resource management. *Indian Journal of Commerce and Management Studies*. 5 (3), 22-28.
- Polonsky, M.J. (1994) An Introduction to Green Marketing. *Electronic Green Journal*, 1, 2-3. doi: 10.5070/G31210177.
- Sakr, D., Baas, L., El-Haggar, S., & Huisinagh, D. (2011). Critical success and limiting factors for eco-industrial parks: global trends and Egyptian context. *Journal of Cleaner Production*, 19(11), 1158–1169.
- Saxena, R.P. & Khandelwal, P.K. (2012). Greening of industries for sustainable growth: An exploratory study on durable, non-durable and services industries. *International Journal of Social Economics*, 38(9), 551-586.
- Setiawan, M., Widjojo, R., and Alamsyah, D.P. 2024. Consumers Reasonings for Intention to Purchase Natural Personal Care Products in Indonesian Market, *Cogent Business & Management*, 11, pp.1-16. <https://doi.org/10.1080/23311975.2023.2289205>Page 2 of 16
- Setiawati, S., Alikodra, H., Pramudya, B., & Dharmawan, A. H. (2015). Pengembangan Kebijakan Kawasan Eko-Inovasi (Studi Kasus Kawasan Pusat Ilmu Pengetahuan dan Teknologi, Kota Tangerang Selatan). *Sosiohumaniora*, 17(2), 1689–1699.
- Setyaningrum, A., Udaya, J., & Efendi. (2015). *Prinsip-prinsip Pemasaran*. Yogyakarta: Penerbit ANDI.
- Severo, E. A., de Guimar~aes, J. C. F., & Henri Dorion, E. C. (2018). Cleaner production, social responsibility and eco-innovation: Generations' perception for a sustainable future. *Journal of Cleaner Production*, 186, 91–103. <https://doi.org/10.1016/j.jclepro.2018.03.129>
- Sharma, N., Pac,o, A., & Kautish, P. (2022b). The impact of eco-innovation on green buying behaviour: The moderating effect of emotional loyalty and generation. *Management of Environmental Quality: An International Journal*, 33(4), 1026–1045. <https://doi.org/10.1108/>

Gupta M, Singh A, Duggal M, Singh R, Bhadada S, Khanna P. (2021). Natural History of Diabetic Retinopathy Through Retrospective Analysis in Type 2 Diabetic Patients-An Exploratory Study. *Front Public Health*. <https://doi.org/10.3389/fpubh.2021.791378>.

Stafford, J.E. dan Cocanougher, B.A. 1977. Reference Group Theory. Selected Aspects of Consumer Behavior. Superintendent of Document, US Government Printing Office, Washington, DC, pp. 361-80.

Swastha, B., dan Irawan. 2008. *Manajemen Pemasaran*. Jakarta: PT. Raja Grafindo Persada.

Talwar, S., Kaur, P., Kumar, S., Hossain, M., & Dhir, A. (2021). What determines a positive attitude towards natural food products? An expectancy theory approach. *Journal of Cleaner Production*, 327, 129204. <https://doi.org/10.1016/j.jclepro.2021.129204>

Veronika, S. (2022). Pengaruh Persepsi Kualitas Merek Dan Kepercayaan Pada Kampanye Green Marketing Terhadap Intensi Pembelian Produk Ramah Lingkungan: Studi Kasus Kfc Indonesia. *ESENSI: Jurnal Bisnis*. 24(3), 359-371.

Wang, Q. & Li, S. (2021). The relationship between task motivation and L2 motivation: An empirical study. *Researching L2 Task Performance and Pedagogy*. doi: 10.1075/tblt.13.05wan

Wetri Febrina, S. T., Fitra, S. T., John Suarlin, S. E., Surya Indrawan, S. T., Bahri, S. E., Ir Yusrizal, M. M., & Sari, C. F. K. (2023). *GREEN INDUSTRY MANAGEMENT*. Cendikia Mulia Mandiri.

Widagdo, H., & Pratiwi, R. (2017). Analisis Strategi Pemasaran Terhadap Minat Beli Kerupuk Kemplang UKM Palembang. *Prosiding Seminar Nasional Darmajaya*. 1(1), 294-303.

Wirapraja, A., & Aribowo, H. (2018). Pemanfaatan E-Commerce Sebagai Solusi Inovasi Dalam Menjaga Sustainability Bisnis. *Teknika*, 7(1), 66-72.

Wu, S. & Chen, Y. (2014). The impact of green marketing and perceived innovation on purchase intention for *green products*. *International Journal of Marketing Studies*. 6(5), 81-100. doi:10.5539/ijms.v6n5p81

Yen, N.T.H. and Hoang, D.P. (2023) *The Formation Of Attitudes And Intention Towards Green Purchase: An Analysis Of Internal And External Mechanisms*. *Cogent Business & Management*, 10(1), pp. 1-19.

Yuda, T. K. (2016). Memaknai ulang corporate social responsibility: Upaya mewujudkan fair responsibility. *Jurnal Ilmu Sosial dan Ilmu Politik*. 19(3), 200-217.

Yusiyaka, R. A., & Yanti, A. D. (2021). Ecobrick Solusi Cerdas dan Praktis untuk Pengelolaan Sampah Plastik. *Jurnal Pendidikan Luar Sekolah*, 5(2), 68-74.  
<https://doi.org/10.19184/jlc.v5i2.30819>