

Daftar Pustaka

- Adriani, H. A. (2023). *Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Fore Coffee di Kota Surakarta dengan Consumer's Green Attitude Sebagai Variabel Mediasi pada Remaja Muslimah*.
- Amalia, S., Ramli, R., Ekonomi, F., Bisnis, D., Achmad, J., & Cimahi, Y. (2024). *Pengaruh Green Marketing terhadap MInat Beli pada Produk Fore Coffee di Bandung*. 8(1).
- Amrita, N. D. A., Suryawan, T. G. A. W. K., Idayanti, I. D. A. A. E., Putri, C. I. A. V. N., Suwastawa, I. P. A., Boari, Y., Daffa, F., & Judijanto, L. (2024). *Green Marketing (Dunia Baru dalam Dunia Marketing)*. Sonpedia Publishing Indonesia.
<https://www.researchgate.net/publication/382024301>
- Anjani, S., & Surya Perdhana, M. (2021). Green Marketing Mix Effects On Consumers Purchase Decision: Literature Study. *DIPONEGORO JOURNAL OF MANAGEMENT*, 10(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Dahlstrom, R. (2011). *Green Marketing Management*. Nelson Education, Ltd.
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing for Business*. Sonpedia Publishing Indonesia. <https://www.researchgate.net/publication/371724229>
- Julina, & Rufaidah, P. (2015). Green Consumer Behavior: Concept, Dimension and Proposition. *The Global Advanced Research Conference on Management and Business Studies (GARCOMBS)*.
- Kamil, M. H. (2023, December 21). *Kedai Kopi Menjamur, Sampah Plastik Makin Menumpuk di Yogyakarta*. <https://www.mongabay.co.id/2023/12/21/kedai-kopi-menjamur-sampah-plastik-makin-menumpuk-di-yogyakarta/>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing* (17th Edition). Pearson Education Limited.
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2016). *Marketing Management* (15th Edition). Pearson Education Limited.

- Larasati, Q., & Sugandini, D. (2021). Peran Mediasi Brand Image Pada Green Promotion, Environmental Consciousness, Information Credibility Terhadap Purchase Decision. *Jurnal Ecodemica*, 5(1). <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica>
- Mulyono, A., & Sunyoto, D. (2025). Dampak Green Marketing, Kesadaran Lingkungan, dan Brand Image Terhadap Loyalitas Konsumen Produk Ramah Lingkungan di Yogyakarta. *Jurnal Cendekia Ilmiah*, 4(3).
- Ningtias, A. D., Dewi, C. K., Diahayu Ningtias, A., & Kusuma Dewi, C. (2023). Pengaruh Environmental Consciousness. Eco-Label, Attitude, Green Advertising, dan Price terhadap Buying Decision of Green Product (Studi pada Konsumen Generasi Z the Body Shop di Kota Bandung). *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 10, 1402–1413.
- Purnomo, B. R., & Munggaran, M. W. (2023). Model Bisnis Sosial Kedai Kopi Ramah Lingkungan di Yogyakarta Social Business Model of Eco-Friendly Coffee Shops in Yogyakarta. *Agustus*, 13(2), 202–221. <https://doi.org/10.22146/kawistara>
- Purwanto, A. (2024, August 15). *Mengapa Kafe dan Kedai Kopi Kian Marak di Indonesia?* <https://www.kompas.id/baca/riset/2024/08/15/mengapa-kafe-dan-kedai-kopi-kian-marak-di-indonesia>
- Purwanto, A. (2025, January 5). *Mengintip Tren dan Tantangan Bisnis Kopi 2025*. <https://www.kompas.id/artikel/mengintip-tren-dan-tantangan-bisnis-kopi-2025>
- Puspitasari, C. A., Yulianti, L. N., & Afendi, F. (2021). Pengaruh Green Marketing, Kesadaran Lingkungan dan Kesehatan terhadap Keputusan Pembelian Produk Pangan Organik melalui Sikap. *Jurnal Aplikasi Bisnis Dan Manajemen*, 7. <https://doi.org/10.17358/jabm.7.3.713>
- Sánchez, M. J., & Lafuente, R. (2010). Defining and measuring environmental consciousness. *Revista Internacional de Sociologia*, 68(3), 731–755. <https://doi.org/10.3989/ris.2008.11.03>
- Saraswati, N., & Wirayudha, A. (2022). Sustainability Marketing Mix on Purchase Decision Through Consumer's Green Attitude as the Moderating Variable. *Business and Accounting Research (IJEBA) Peer Reviewed-International Journal*, 6(3). <https://jurnal.stie-aas.ac.id/index.php/IJEBA>

Schiffman, L. G., & Kanuk, L. L. (2012). *Consumer Behaviour: A European Outlook* (second edition). Pearson Education Limited.

Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior*. Pearson Education, Inc.

Sistem Informasi Pengelolaan Sampah Nasional (SIPSN). (2025). *Komposisi Sampah*.
<https://sipsn.menlhk.go.id/sipsn/public/data/komposisi>

Sugiyonoo. (2019). *Statistika untuk Penelitian*. Alfabeta.

UNEP. (2025). *Policy and Strategy: National Plastic Waste Reduction Strategic Actions for Indonesia*. <https://www.unep.org/ietc/resources/policy-and-strategy/national-plastic-waste-reduction-strategic-actions-indonesia>

Utami, K. S. (2020). Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 209. <https://doi.org/10.30588/jmp.v9i2.499>