

Understanding Green Product Purchase Decisions Among Generation Z in Indonesia: An Analysis Using Structural Equation Modelling

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Abstract

Indonesia faces significant environmental challenges, with plastic waste pollution remaining a major issue. To address this, businesses are increasingly offering green products, yet consumer adoption—especially among Generation Z—remains limited. Empirical studies in emerging markets like Indonesia are scarce. This study aims to identify the key factors influencing green product purchase decisions among Generation Z in Indonesia. A quantitative approach was employed, collecting data from 500 Gen Z respondents who have experience using green products. Structural Equation Modeling (SEM) was used to analyze the relationships among variables, including green attitude, green value, green knowledge, price, performance, convenience, preference, perception, purchase decision, and utility. The results show that green value, green knowledge, and performance significantly influence preferences and perceptions, which in turn positively affect purchase decisions and perceived utility. However, green attitude, price, and convenience do not have a significant direct effect. These findings suggest that increasing green value, knowledge, and product performance can enhance green product adoption among Indonesian youth. The study provides practical insights for companies and policymakers to design more effective strategies targeting Generation Z consumers (such as improving value communication and environmental education) and contributes to the broader understanding of sustainable consumption behavior in emerging markets.

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INTRODUCTION

Recent debates have increasingly highlighted environmental issues, particularly plastic waste pollution in Indonesia. Based on 2010 data, Indonesia was the second-largest contributor of plastic waste after China, and in 2015 it disposed of up to 1.2 million tons of plastic into the ocean in a single year (KataData, 2016). More recent statistics from the Ministry of Environment and Forestry (KLHK)

show that plastic waste accounted for 19.5% of Indonesia's total waste generation in 2024 (KLHK, 2024). Indonesia is also ranked second among countries with the highest levels of mismanaged plastic waste (Brooks et al., 2018). These indicators demonstrate a persistent gap between environmental awareness and sustainable consumption behavior within the Indonesian population.

To capture the organic market and solve the environmental issues, businesses started competing by developing innovations such as creating products that are environmentally friendly or referred to as "green" products. In this study, green products are defined as consumer goods that minimize environmental impact throughout their lifecycle, including personal care and household products marketed with eco-friendly claims such as recyclable packaging, non-toxic materials, and reduced plastic content. When creating green products, health considerations are also taken into account, and it is almost certain that there will be little to no chemical pollution (Sugeng, 2007). On the other hand, green products have minimal variants, so there are still many people who claim that they do not know which products are included in the green product category. This condition still makes people hesitate in taking the first step to buy green products.

One way to deal with this problem is to provide an understanding of green products to the public. After the community understands what a green product is, it is hoped that later people will be more aware that environmentally friendly activities are very important to be preserved. As a result, people who were previously hesitant to switch to green products may become more open and aware of environmental sustainability.

Decision-making is done to meet various needs, one of which is deciding on the purchase of a product. The decisions of each consumer are very much tied to the information that consumers have and the factors that influence consumer knowledge of the product to be purchased (Sumarwan, 2011). It is the decisions of a person in meeting his needs that ultimately give birth to the demand function. As it is the basis of life, consumers have a goal of obtaining satisfaction (utility) when carrying out their consumption activities. Satisfaction is very important to show how an individual evaluates a product or service. The decision-making process of consumers themselves when buying has many differences depending on the factors that influence the purchase, especially when purchasing green products.

The attempt to understand the factors that influence the purchase of green products has been conducted by many researchers. Mufidah et al. (2018) tries to find out the behavioral intentions of using ecolabel products from residents in Taiwan and Indonesia. Hong et al. (2018) observe the problem of green product prices and green product references. Kumar and Ghodeswar (2015) observe the factors that influence green product purchasing decisions. Ramayah et al. (2010) observed a study from the motivational perspective of the Theory of Reasoned Action (TRA) on how individual values and attitudes affect the purchase intention of green products. Pandey and Kaushik (2012) found specific conclusive factors that influence green product purchasing decisions. Chan et al. (2012) examined the selection of a green product design with a decision-making process that can be used to assess the overall

environmental performance of a product. Paul et al. (2016) validated the Theory of Planned Behavior (TPB) and TRA to predict the purchase intention of consumers' green products. Lin et al. (2013) observed that market demand affects green product innovation and company performance. Suhaily and Darmoyo (2019) observed the effect of green products and green advertising on satisfaction and loyalty. Lobo and Greenland (2017) examine the cultural value of collectivism and the long-term orientation (LTO) of consumers' purchase intentions in relation to green products. Nikmah and Hartini (2020) developed the TPB by adding perceived value variables (green value and functional value). Wardhani et al. (2015) find out consumers' preferences and perceptions of purchasing decisions for green product housing. Emanuel et al. (2022) focus on the attribute of consumer perception in an organic food. Teng et al. (2021) forecast the future of the green food consumption.

Laroche et al. (2001) state that consumers' willingness to buy green products is influenced by certain characteristics possessed by consumers, namely demographics, knowledge, values, attitudes, and behavior. The results obtained from his research show that consumer knowledge is not a predictor of consumer willingness to buy green products. Meanwhile, research by Shrum et al. (1995) shows the characteristics of green consumers that have a direct relationship with purchasing behavior, such as awareness of the price range of green products, which are relatively more expensive than conventional products.

Green products have been proven to reduce harmful side effects, reduce toxic substances, cause health problems, increase the intensity of recycling, and increase the level of environmental friendliness (Azevedo et al., 2011). People who are currently more concerned about environmental issues are dominated by Generation Z, which is the generation born between 1994 and 2012. According to research conducted by Kanchanapibul et al. (2014), young people show a positive attitude towards green products and will encourage repurchase activities in the future.

Although numerous studies have examined green consumption behavior globally, research in Indonesia that focuses specifically on Generation Z remains limited. Preferences and perceptions are recognized as important supporting factors influencing green purchasing decisions. Therefore, this study aims to analyze the key determinants that shape Generation Z's perceptions and preferences toward green products and how these constructs subsequently affect their purchase decisions. Structural Equation Modeling (SEM) is employed to examine the relationships among these variables. The findings of this study are expected to provide valuable insights for companies in identifying the primary drivers of green product adoption among young consumers, thereby supporting strategies to increase green product purchase behavior within this emerging consumer segment.

METHOD

This research uses the Structural Equation Modeling (SEM) with two types of variables in SEM, latent variables and manifest variables. Latent variables are variables that cannot be measured directly unless measured by one or more manifest variables (Hair et al., 2010; Jöreskog, 1970). This latent

variable is represented by a circle, oval, or ellipse icon. Manifest variables are variables that are used to explain or measure a latent variable (Hair et al., 2010; Jöreskog, 1970). Manifest variables are represented by rectangular icons. The relationship between variables is expressed by two lines. The line with one-way arrows ($\rightarrow$) shows the hypothesized relationship between two variables, the variable that the arrow points to (the dependent variable). A line with 2-way arrows ($\leftrightarrow$) to connect two independent variables, to test whether there is a correlation between the two.

Conceptual Model

Research in the field of green products in Indonesia has only begun to develop. Perception is defined by Kotler and Keller (2016) as an individual's process of selecting, organizing, and interpreting input and information to create a digestible image. Meanwhile, Henry (1992) defines preference as a preference, choice, or something that consumers prefer. Preference is a liking (tendency) for something (Poerwadarminta, 2007). And Utility is a number that expresses the consequences; for something that is ranked based on preferences, it can be determined a utility value that explains these preferences (Supranto, 1998). The utility function is a measure used in determining the level of satisfaction with the benefits felt by users of an item or service. Figure 1 is the model used in this study.

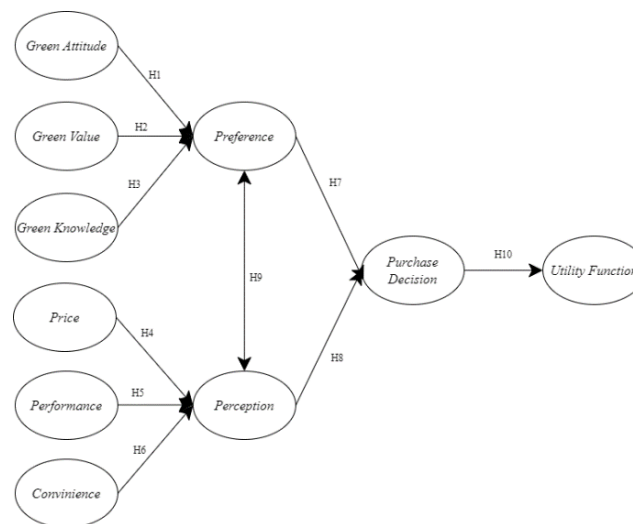


Figure 1. Conceptual Model

The basic model used in this research is the Theory of Reasoned Action (TRA). According to the TRA model, a person's intention to behave in a certain way is influenced by their attitude and subjective norms.

Identification of Constructions and Hypotheses

The main constructs used in this study are: green attitude (GA), green value (GV), green knowledge (GK), price (PR), performance (PE), convenience (CO), preference (PF), perception (PC), purchase decision (PD), and utility function (UF). These are divided into two groups: the independent variable and the dependent variable.

Table 1. Research Hypothesis

Code	Description
H1	Green Attitude has a positive effect on Preference
H2	Green Value has a positive effect on Preference
H3	Green Knowledge has a positive effect on Preference
H4	Price has a positive effect on Perception
H5	Performance has a positive effect on Perception
H6	Convenience has a positive effect on Perception
H7	Preference has a positive effect on Purchase Decision
H8	Perception has a positive effect on Purchase Decision
H9	Preference has a reciprocal relationship with Perception
H10	Purchase Decision has a positive effect on the Utility Function

Design of the Data Collection Method

Convenience sampling and snowball sampling techniques were used. A small sample is taken first, which will be used to test the measuring instruments used in this study. After the measuring instrument is appropriate, a large number of samples are taken. The profile of the respondents who will be used in this study is that of Generation Z, who live in Indonesia and have used green products. A validity test is used to measure whether the questionnaire is valid or not (Ghozali, 2013; Hair et al., 2010; Sugiyono, 2013). A reliability test is used to measure the extent to which the measurement of a test remains consistent after repeated tests on subjects under the same conditions (Ghozali, 2013; Hair et al., 2010; Sugiyono, 2013). This study uses primary data collected through questionnaires distributed to 500 respondents in Indonesia. The sample size meets the minimum recommendation by Hair et al. (2010), which suggests that Structural Equation Modeling (SEM) requires a sufficiently large sample to ensure estimation accuracy and model stability. Questionnaires were created and distributed online, with data collection lasting one month.

RESULTS AND DISCUSSION

The data obtained is analyzed and discussed in terms of data processing. The analysis that will be carried out is an analysis of the measuring instrument test; descriptive statistical analysis; analysis of the measurement model; and structural model.

Results and Analysis of Measurement Instruments

The results of the validity test on all indicators show that all variable constructs have a significance value less than 0.05. Thus, it can be stated that all indicators can be declared valid. The reliability test in this study was tested using the Cronbach's alpha method. The results show that all variable constructs are reliable.

Descriptive Statistical Results and Analysis

Descriptive statistical data processing of constructs in this study was carried out to see the assessment trend of each research constructs and their indicators. From table 2, it is also possible to see the size of the concentration and distribution of answers from respondents. Respondents' perception

data on indicators was measured using a Likert scale.

Table 2. Average Value and Standard Deviation of Research Data

CONSTRUCT	INDICATOR	MEAN	STD. DEVIATION
GREEN ATTITUDE (GA)	GA1	3.97	0.807
	GA2	4.05	0.854
	GA3	4.23	0.851
	GA4	4.04	0.912
	GA5	3.69	0.948
GREEN VALUE (GV)	GV1	3.76	0.838
	GV2	3.65	0.961
	GV3	3.46	0.959
GREEN KNOWLEDGE (GK)	GK1	4.09	0.886
	GK2	4.18	0.867
	GK3	4.23	0.883
PRICE (PR)	PR1	3.47	0.917
	PR2	3.83	0.782
	PR3	3.61	0.926
PERFORMANCE (PE)	PE1	3.94	0.871
	PE2	3.90	0.889
	PE3	3.89	0.907
CONVENIENCE (CO)	CO1	4.21	0.846
	CO2	3.93	0.884
	CO3	3.59	1.014
PREFERENCE (PF)	PF1	3.62	0.851
	PF2	3.41	0.951
	PF3	3.53	1.006
PERCEPTION (PC)	PC1	3.97	0.776
	PC2	4.16	0.820
	PC3	3.94	0.796
PURCHASE DECISION (PD)	PD1	3.75	0.842
	PD2	3.71	0.925
	PD3	4.04	0.816
	PD4	3.98	0.837
UTILITY FUNCTION (UF)	UF1	4.01	0.820
	UF2	4.07	0.791
	UF3	4.00	0.832

In table 2, some of the respondents answered on 3 and 4 to the statements submitted. The indicators with the highest average are the GA3 (green attitude) and GK3 (green knowledge) indicators, which are both 4.23. Meanwhile, the indicator with the lowest average is the PF2 (preference) indicator, which is 3.41.

The indicator with the largest standard deviation is CO3 (convenience) which is 1.014 and shows that the answers from respondents are quite spread out from the average. The indicator with the smallest standard deviation is the PC1 (perception) indicator, which is 0.776 and shows that the answers from respondents are not too spread out from the average.

Structural Model Results and Analysis

From Table 3, the structural model has a significant chi-square value and shows a difference

between the estimation results and observations. The results of this structural model have an RMSEA value of less than 0.08, which is 0.064, and an RMSR value of less than 0.05, which is 0.044, which means the model can be said to be an absolute fit (Hair et al., 2010). The structural model in this study is also said to be incrementally fit because it has TLI, CFI, and IFI values greater than 0.90, namely 0.913, 0.923, and 0.923 (Hair et al., 2010).

Hypothesis testing is done to determine how the constructs in the previously stated model relate to one another. A hypothesis is said to be empirically proven if it has a p-value of less than 0.5 (with = 0.05). In the structural model of this study, there are four rejected hypotheses, namely H1, H4, H6, and H7, which respectively show the relationship of green attitude to preference, price to perception, convenience to perception, and preference to purchase decision (see Table 4).

Table 3. Summary of Structural Model Suitability Testing Results

MEASUREMENT	VALUE	CRITERIA	DESCRIPTION
BASICS GOODNESS OF FIT			
CHI-SQUARE	1427.03	SMALLER BETTER	MARGINAL FIT
DEGREE OF FREEDOM (DOF)	470	HIGHER BETTER	GOOD FIT
P-VALUE	0.000	<0.001	GOOD FIT
ABSOLUTE FIT			
ROOT MEAN SQUARE ERROR OF APPROXIMATION (RMSEA)	0.064	< 0.08	GOOD FIT
ROOT MEAN SQUARE RESIDUAL (RMSR)	0.044	< 0.05	GOOD FIT
INCREMENTAL FIT			
TUCKER LEWIS INDEX (TLI)	0.913	> 0.90	GOOD FIT
COMPARATIVE FIT INDEX (CFI)	0.923	> 0.90	GOOD FIT
INCREMENTAL FIT INDEX (IFI)	0.923	> 0.90	GOOD FIT

Table 4. Hypothesis Test Results and Structural Model Estimation Coefficients

KODE	HIPOTESIS PENELITIAN	KOEFISIEN ESTIMASI	P-VALUE	KESIMPULAN
H1	GREEN ATTITUDE HAS A POSITIVE EFFECT ON PREFERENCE	-0.045	0.677	REJECT
H2	GREEN VALUE HAS A POSITIVE EFFECT ON PREFERENCE	1.199	0	ACCEPT
H3	GREEN KNOWLEDGE HAS A POSITIVE EFFECT ON PREFERENCE	-0.298	0	ACCEPT
H4	PRICE HAS A POSITIVE EFFECT ON PERCEPTION	-0.039	0.807	REJECT
H5	PERFORMANCE HAS A POSITIVE EFFECT ON PERCEPTION	2.43	0.017	ACCEPT
H6	CONVENIENCE HAS A POSITIVE EFFECT ON PERCEPTION	-1.343	0.114	REJECT
H7	PREFERENCE HAS A POSITIVE EFFECT ON PURCHASE DECISION	0.04	0.252	REJECT

H8	PERCEPTION HAS A POSITIVE EFFECT ON PURCHASE DECISION	1.055	0	ACCEPT
H9	PREFERENCE HAS A RECIPROCAL RELATIONSHIP WITH PERCEPTION	-0.427	0.018	ACCEPT
H10	PURCHASE DECISION HAS A POSITIVE EFFECT ON THE UTILITY FUNCTION	0.938	0	ACCEPT

The relationship between the constructs and their estimated coefficient values can be described as shown in Figure 2. A positive value means that every time it increases by 1 unit, the other variables will also increase by a positive value, and vice versa. Green values and green knowledge directly affect preferences. For example, the green value has a value of 1,199, which means that if the green value variable increases by 1 unit, then the preference variable will also increase by 1,199 and vice versa. Performance also directly affects perception. While the negative value of the coefficient indicates that every time it decreases by 1 unit, the other variables will also decrease by a negative value, and vice versa. For example, a "green" attitude does not have enough empirical evidence to influence preferences. Green attitude has a value of -0.045, which means that if the green attitude variable decreases by 1 unit, then the preference variable will also decrease by -0.045 and vice versa. Price and convenience do not have enough empirical evidence to influence perception. Preference and perception have sufficient empirical evidence in their interrelationship with each other. Preference does not have enough evidence to influence the purchase decision. Perception also directly affects the purchase decision, and the purchase decision directly affects the utility function. Therefore, it can be said that in the structural model of this research, only green value, green knowledge, and green performance have sufficient evidence to indirectly influence the utility function.

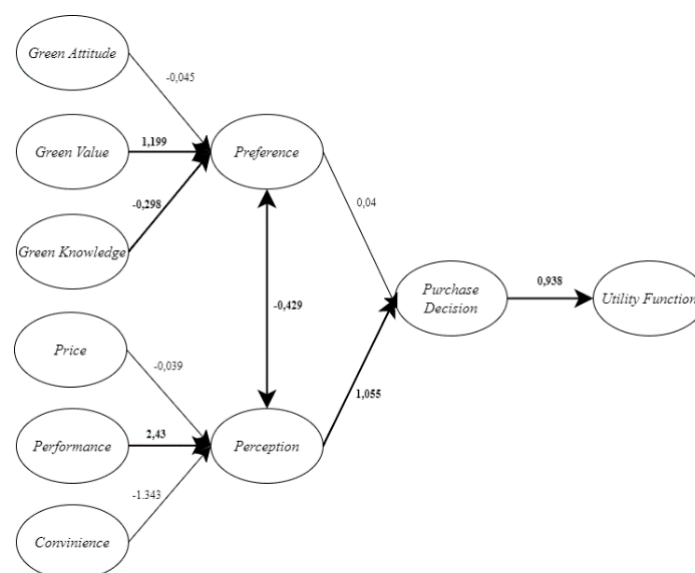


Figure 2. Structural Model Estimation Results

Insight of each hypothesis testing result

After testing the hypothesis, the next step is to interpret the data. Based on Table 4, the following results were obtained:

H1: A green attitude has a positive effect on preference.

The value of the estimated coefficient has a negative value and the p-value does not meet the standard criteria. This explains that the green attitude does not affect preference directly. The insignificant effect of green attitude and price suggests that although Indonesian Gen Z expresses concern for the environment, this concern does not necessarily translate into preference or purchasing behavior due to the persistent attitude–behavior gap. Many young consumers still perceive green products as more expensive and less economically accessible, making price a dominant barrier.

H2: Green Value has a positive effect on preference.

The value of the estimated coefficient has a positive value and the p-value meets the standard criteria. This result aligns with previous studies showing that when consumers perceive green products as valuable—both in terms of environmental contribution and personal benefits—they become more likely to prefer them. For Indonesian Gen Z, environmental awareness, willingness to participate in sustainability efforts, and a sense of responsibility toward environmental protection play important roles in shaping their purchasing considerations. This internalized value system fosters a belief that choosing green products is a meaningful way to support environmental preservation, thereby strengthening their preference toward sustainable alternatives.

H3: Green knowledge has a positive effect on preference.

Although the estimated coefficient value has a negative value, the p-value of the research results meets the standard criteria. This finding is consistent with previous studies demonstrating that consumers who possess greater knowledge about environmental issues tend to show stronger preferences for green products. As Indonesian Gen Z becomes more informed about environmental degradation and the harmful consequences of unsustainable practices, they develop a heightened sense of concern and responsibility. This awareness motivates them to choose products that are perceived as more environmentally friendly, making knowledge a key driver in shaping their preference toward sustainable consumption.

H4: Price has a positive effect on perception.

The value of the estimated coefficient has a negative value and the p-value does not meet the standard criteria. This may be due to the fact that green products often involve more complex production processes and sustainable materials, resulting in higher prices that many Indonesian Gen Z consumers find less appealing. In some cases, the perceived quality or benefits may not be viewed as proportional to the additional cost, reducing the role of price in shaping perception. Moreover, strong price competition with cheaper non-green alternatives further weakens the importance of price as a factor in evaluating green products, suggesting that Gen Z prioritizes attributes other than price when forming

perceptions about sustainability-oriented products.

H5: Performance has a positive effect on perception.

The value of the estimated coefficient has a positive value and the p-value meets the standard criteria. This explains that performance has a significant influence on perception. By using green products, there are several advantages that can be obtained, such as more efficient and effective use and better usability. Some green products, such as cutlery products that use stainless steel, are more resistant than cutlery products that use single-use plastic; moreover, the use of utensils that can be used repeatedly is more helpful in dealing with environmental pollution. For this reason, consumers have a strong foundation when deciding to buy green products.

H6: Convenience has a positive effect on perception.

The value of the estimated coefficient has a negative value and the p-value does not meet the standard criteria. This explains that convenience does not affect perception directly. Green products that are usually designed to be used repeatedly give rise to the perception that the use of green products is too complicated. Green products are also not widely accessible because only a few places provide them. From this explanation, consumers do not have a strong desire to buy green products.

H7: Preference has a positive effect on the purchase decision.

The value of the estimated coefficient has a negative value and the p-value does not meet the standard criteria. This explains that preference does not directly affect the purchase decision. In buying green products, consumers do not see the time when to buy but feel a strong need and desire why green products should be purchased. The availability of green products is also not very wide in Indonesia because the government is still working in several cities to reduce plastic waste as a place to shop. Therefore, this is not strong enough for consumers to decide to buy green products.

H8: Perception has a positive effect on the purchase decision.

The value of the estimated coefficient has a positive value and the p-value meets the standard criteria. This explains that perception has a significant influence on the purchase decision. Green products have unique characteristics and can compete with non-green products. This is a strong reason why consumers decide to buy green products.

H9: Preference has a reciprocal relationship with perception.

Although the estimated coefficient value has a negative value, the p-value of the research results meets the standard criteria. This explains why preference has a reciprocal relationship with perception.

H10: Purchase Decision has a positive effect on Utility Function.

The value of the estimated coefficient has a positive value and the p-value meets the standard criteria. This explains that the purchase decision has a significant influence on the utility function. After consumers buy a green product and receive the benefits, they have two reactions and choices: the reaction of liking the green product or not, and the choice of buying more green products or not. obtained the level of satisfaction generated from consumers who buy green products.

CONCLUSION

Based on the data analysis conducted in this study, several conclusions can be drawn. First, preference does not have a direct effect on green product purchase decisions among Generation Z in Indonesia. Second, perception shows a significant positive influence on purchasing decisions, confirming that positive evaluations of green product attributes drive actual behavior. Third, preference and perception are interrelated, indicating that the more consumers prefer green products, the more favorable their perceptions become. Fourth, purchasing decisions significantly affect perceived utility, meaning consumers recognize tangible benefits after choosing green products. Theoretically, this study contributes to the validation and extension of behavioral models such as the Theory of Reasoned Action (TRA), demonstrating that cognitive and evaluative factors play a stronger role than preference alone in sustainable consumption behavior among Indonesian Gen Z. Practically, companies and policymakers should focus on strengthening product performance, value communication, and consumer knowledge to stimulate positive perceptions and encourage green purchasing. This study has limitations, particularly in terms of sample distribution which was concentrated in certain regions, potentially limiting generalizability. Therefore, future research is encouraged to employ a more diverse sampling method across Indonesia, incorporate demographic and cultural variables as moderators, or conduct cross-country comparisons to deepen the understanding of green product purchasing behavior in different contexts.

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