

DAFTAR PUSTAKA

- Ayu Dwi Lestari¹, Edy Nursanta², Widiyarsih³, Siti Masitoh (2023). *Pengaruh Green Product, Green Price, Green Place, Green Promotion Terhadap Keputusan Pembelian Tumbler Starbucks Tangerang*. JAKA Jurnal Akuntansi, Keuangan dan Auditing, Vol.4 (No.1), 2023, Hal: 275-288.
- Badaruddin, Fatmasari (2021). *Pengaruh Personality Dan Spiritualitas Di Tempat Kerja Terhadap Kinerja Dosen Di Makassar Insititut Teknologi Dan Bisnis Nobel Indonesua Universitas Dipa Makassar*. Akmen Jurnal Ilmiah Volume 18 Nomor 3 Desember 2021 Hal. 234 – 244
- Chen and Chang. (2012). *Echance Green Purchase Intensions : The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust*. Management Decision. 50(3):502-520.
- Chen, Yu-Shan and Ching-Hsun Chang. (2012). *Enhance Green PurchaseIntetions The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust*. Management Decision, 50(3), hal. 502-520.
- Costa, C. S. R., da Costa, M. F., Maciel, R. G., Aguiar, E. C., & Wanderley, L. O. (2021). *Consumer antecedents towards green product purchase intentions*. Journal of Cleaner Production, 313,127964.
- Damayanti, E., & Nuvriasari, A. (2021). *Pengaruh Green Packaging , Green Advertising , GreenPerceived Value , Dan Brand Image Terhadap Keputusan Pembelian Konsumen the BodyShop*. Jurnal Ilmiah Mahasiswa Ekonomi Manajemen, 6(2), 385–404
- Dandy Marcelino, Arry Widodo (2020). *Green Purchase Intention Pada Konsumen Nutrifood di Bandung : Peran Environment Concern Dengan Mediasi Green Trust*. Jurnal Sekretaris dan Administrasi Bisnis Vol. IV, No. 1. 2020 E-ISSN: 2580-8095
- Dewi Rakhmawati , Astrid Puspaningrum , Djumilah Hadiwidjojo. (2019). *Hubungan Green Percieved Value, Green Brand Image, Dan Green Trust Terhadap Green Purchase Intention Tumbler Lion Star*. Iqtishoduna Vol. 15 No. 1 Tahun 2019 P-Issn: 1829-524x,E-Issn:2614-3437.
- Dina Safitri, Triana Setiyarini (2023). *Pengaruh Kesadaran Lingkungan, Sikap Konsumen dan Har ga Terhadap Keputusan Pembelian Produk Ramah Lingkungan Botol Tumbler (Studi Pada Mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura)*. Jurnal Kajian Ilmu Manajemen Vol. 3 No.4 Desember 2023, hlm. 527–535.
- Falaha Rahmatia Az Zahra Rusin, Kevin Pratama, Dr. Eka Ardianto, Alavi Ali, A.(2019). *Pengaruh Green Perceived Value dan Green Perceived Risk terhadap Green Trust, Green Purchase Intention, dan Green Purchase*

- Behavior* pada Produk Green Cosmetic di Indonesia Studi kasus Senatia Botanica. Sekolah Bisnis dan Ekonomi, Universitas Prasetiya Mulya Vol 1, No. 1, 2019
- Feliks Antonius (2018). *Pengaruh Green Perceived Value, Green Perceived Risk, Green Consumer Confusion, Green Trust, Consumer Guilt, Self Monitoring, Pridedan Perceived Consumer Effectiveness terhadap Green Purchase Intention (Kasus Starbucks Jakarta)*. *Jurnal Manajemen Bisnis Dan Kewirausahaan/Volume 02/No.4/Juli-2018* : 106-111.
- Hanifah H.N., dan Mutiarni R. (2019). *Pengaruh Produk Ramah Lingkungan/Green Product Dan Harga Terhadap Keputusan Pembelian Produk Tupperware*. *Jurnal Riset Manajemen dan Bisnis Dewantara*, Vol. 2, No. 1, 37-44.
- Hasna Aulia Sholihah, Titik Desi Harsoyo (2023). *Pengaruh Environmental Knowledge, Green Product, Green Packaging, dan Green Advertising Terhadap Green Purchase Intention pada Produk Skincare Merek Sukin*. *Economics Professional in Action (E-Profit) Volume 5 No. 2 Oktober 2023*
- IA Cynthia Saisaria Mandasari, Ade Ruly Sumartini (2020). *Peran Perceived Value Dalam Memediasi Pengaruh Green Marketing Terhadap Loyalitas (Studi Pada Pengguna Tumbler Starbucks Coffeedi Kota Denpasar)*. *Jurnal Widya Manajemen*, Pebruari 2020, Vol. 2 (No. 1): Hal 1-9.
- Irawan, A., & Vianney, A. (2017). *Pengaruh Green Practice Terhadap Green Consumer Behavior Di the Kemangi Restaurant, Hotel Santika Pandegiling Pandegiling Surabaya*. *Jurnal Hospitality Dan Manajemen Jasa*, 3(2), 86–101.
- Janeah Ysabel B. De Jesus, Pola Nicole B. Merle, Eunice U. Moñedera, Ralph Angelo F. Nicdao, Antonio E. Etrata Jr. *Generation Z Purchase Intention Toward Green Apparel The Mediating Role of Apparel Sustainability Knowledge and Green Perceived Value*. *Review of Integrative Business and Economics Research*, Vol. 13, Issue 2
- Jerry, M. Burger. *Personality 7th Ed.* (Canada: Nelson Education, 2008)
- Ketut Donny Surya Putra, Ni Made Rastini (2017). *Pengaruh Green Perceived Value dan Green Perceived Quality Terhadap Green Satisfaction dan Green Trust*. *E – Jurnal Manajemen Unud*, Vol 6, No. 5, 2017: 2789-2816
- Kotler, Philip, and Amstrong, Gary (2018). *Prinsip – Prinsip Pemasaran*, Edisi 12 Jilid 1 Terjemahan Bob Sabran, Erlangga, Jakarta.
- Larranaga, A., & Valor, C. (2022). *Consumers' categorization of eco-friendly consumer goods: An integrative review and research agenda*. *Sustainable*

Production and Consumption, 34,518–527.
<https://doi.org/10.1016/j.spc.2022.10.005>.

- Layli Wahyuningsi, N. Rachma, M. Hufon, *Pengaruh Green Perceived Value, Green Perceived Risk Terhadap Green Purchase Intention Dengan Green Trust Sebagai Variable Intervening (Studi Kasus Di The Body Shop Di transmart Malang)*. e-Jurnal Riset Manajemen Prodi Manajemen.
- Liang, Q., and Chaipooirutana, S. (2014). *A Study of Factors Affecting Customer's Attitude toward Intention to Purchase Green Electronic Products at an IT Mall in Beijing, China*. International Conference on Business, Law and Corporate Social Responsibility. 1 (2).
- Lisudatu Trifosa Allorante (2018). *Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Pada Tumbler Starbucks*. Vol, 6 No.2, 2018.
- Lukiarti, & Ming, Mi. (2019). *Pengaruh Kepedulian Lingkungan Dan Sikap Terhadap Minat Beli Produk Hijau (Studi Kasis Pada Konsumen Produk Hijau di Kabupaten Rembang)*. BBM: Buletin Bisnis Dan Manajemen, 5(1), 15–28.
- Mathew Thomas Gil and Jayanth Jacob, 2018. *The Relationship Between Green Perceived Quality And Green Purchase Intention: A Three-Path Mediation Approach Using Green Satisfaction And Green Trust*. International Journal of Business Innovation and Research Vol. 15, No. 3
- McIntyre, A., & Milfont, T. L. (2016). Who cares? Measuring environmental attitudes. *ResearchMethods for Environmental Psychology*, 93–114.
- Najla Afifah Ramadhani, Tondo Widodo, Yudho Prabowo, Noviana Nur Wahidah, Satrio Harjo Pangestu, dan Asep Purwo Yudi Utomo (2022). *Pengaruh Pembelajaran Pendidikan Konservasi Terhadap Perilaku Konsumen Hijau (Green Consumers Behavior) Mahasiswa Fakultas Ekonomi Angkatan 2021 di Universitas Negeri Semarang*. Indonesian Journal of Conservation 11 (2) (2022) 84-92.
- Ni Luh Putu Martha Pradnyadewi, I Gde Ketut Warmika (2019). *Peran Green Trust Memediasi Pengaruh Green Perceived Value Terhadap Green Purchase Intentions Pada Produk Tumbler Starbuck*. E-Jurnal Manajemen, Vol. 8, No. 5, 2019 : 2753-2780 ISSN : 2302-8912.
- Nittala, R., & Moturu, V. R. (2021). *Role of proenvironmental post-purchase Behaviour in green consumer behaviour*. Vilakshan- XIMB. Journal of Management. <https://doi.org/10.1108/xjm-032021-0074>
- Ni Putu Eka Aprilisya, Ni Nyoman Kerti Yasa, I Gusti Ayu Ketut Giantari (2017). *Peran Sikap Memediasi Pengaruh Pemasaran Hijau Terhadap Niat Beli Produk Ramah Lingkungan*. E-Jurnal Manajemen Unud, Vol. 6, No. 4, 2017: 1701-1728 ISSN : 2302-8912

- Nyoman Dewi Pitaloka Cahyadi, I Gusti Ngurah Jaya Agung Widagda, 2023. *Attitude Towards Green Memediasi Pengaruh Environmental Concern Dan Green Perceived Value Terhadap Green Purchase Intention (Studi Penggunaan Tumbler Starbucks Di Wilayah Sarbagita Bali)*. E-Jurnal Ekonomi Dan Bisnis Universitas Udayana Vol. 12 No. 06 ,Juni 2023, Pages: 1034-1045
- Najla Afifah Ramadhani, Tondo Widodo, Yudho Prabowo, Noviana Nur Wahidah, Satrio Harjo Pangestu, dan Asep Purwo Yudi Utomo (2022). *Pengaruh Pembelajaran Pendidikan Konservasi Terhadap Perilaku Konsumen Hijau (Green Consumers Behavior) Mahasiswa Fakultas Ekonomi Angkatan 2021 di Universitas Negeri Semarang*. Indonesian Journal of Conservation 11 (2) (2022) 84-92.
- Purba, Ramen, Dkk. 2021. *Media Dan Teknologi Pembelajaran*. Jakarta: Yayasan Kita Menulis Riant Nugroho. *Kebijakan Pendidikan Yang Unggul*. (Yogyakarta: Pustaka Pelajar, 2008), hal.35-36.
- Puspa Novita Sari, 2023. *Analisis Pengaruh Zero Waste Lifestyle dan Green Perceived Value Terhadap Minat Pembelian Pada Produk Tumbler*. Jurnal Ekobistekh No .4 Hal:382-388
- Putra., Suryani. 2015. *Peran Green Trust dalam memediasi Green Perceived Value terhadap Green Purchase Behavior pada produk organik*. E-Jurnal Manajemen Unud. 4(10):3015-3036.
- Prasetyo Hartanto, Ratih Hurriyati , Puspo Dewi Dirgantari (2023). *Pengaruh Green Perceived Value (GPV) dan Green Brand Knowledge terhadap Purchase Intention to Buying Green Product Melalui Attitude Toward Purchasing Green Products* pada Produk Tumbler Starbuck. Jurnal Manajemen dan Organisasi (JMO), Vol. 14 No. 1, Maret 2023, Hal. 15-33 DOI: 10.29244/jmo.v14i1.44626 15.
- Quan Minh Vu, Ying Kai Liao, Yen Thi, Giang Nu To Truong.(2023). *The Influence of Personality Traits on Intention to Purchase Green Products*. International Journal of Service Science, Management, Engineering, and Technology Volume 13 • Issue 1.
- Riko Adi Wicaksono, Surpiko Hapsoro Darpito, 2023. *Pengaruh Green Perceived Value dan Green Perceived Risk Terhadap Green Purchase Intention yang Dimediasi Green Trust Pada Produk Tumbler Lion Star* . Jurnal Ilmiah Manajemen Kesatuan Vol. 11 No. 2, 2023.
- Rinnanik S.H.I.,M Pd.,M.M Dan Ahmad Mustofa, S.E,M.M Dan Dr. Sri Rahayu S.E., Mm Tahun 2022, *Monograf Niat Beli Produk Hijau*. Jilid 1, Cetakan pertama Diterbitkan oleh Penerbit Adab CV. Adanu Abimata. Hal 2- 15.
- Riska, D. P., Rusdi, & Ratna K (2019). *The effects of personality and intention to act toward responsible environmental behavior*. Jurnal Pendidikan Biologi Indonesia 5, no. 1 (2019): 169-176

- Rizki Widyahastuti & Zainul Anwar(2013). *Effect Of Personality (Big Five Personality) To Multitasking*. Advances in Social Science, Education and Humanities Research 133, (2013): 232.
- Robbins, S., & Timothy, A. (2014). *Perilaku Organisasi (Organizational Behavior)* Edisi 12. Jakarta : Salemba Empat
- Sabran, Yang Dikutip Oleh P. Kotler Dan Keller Kevin Lane Yang Diterjemahkan Oleh Bob (Ed). (2018). *America Marketing Association*. America Marketing Association.
- Safari, A., Salehzadeh, R., Panahi, R., & Abolghasemian, S. (2018). *Multiple pathways linking environmental knowledge and awareness to employees' green behavior*. Corporate Governance (Bingley), 18(1), 81–103. <https://doi.org/10.1108/CG-08-2016-0168>.
- Saucier, G. (1994). *Mini-Markers: A brief version of Goldberg's unipolar Big-Five markers*. Journal of Personality Assessment, 63(3), 506–516.
- Septia Dwi Hapsar, Arry Widodo (2023). *The Effect Of Green Packaging On Green Purchase Intention Through Green Perceived Value At Super Indo In Bandung City (Case Study On Super Indo Consumers In Bandung City)*. JIS: Jurnal Ilmu Sosial Vol. 3, No. 1 Januari (2023).
- Soegeng Wahyoedi, Aditya Wardana, Hendy Tannad (2023). *Peran Green Trust sebagai Variabel Intervening dalam Hubungan Antara Citra Merek Ramah Lingkungan dan Nilai Persepsi Ramah Lingkungan Minat Beli Produk Fashion Lokal Indonesia*. Journal of Accounting Management Business and Internasional Research Jil. 1 No. 1 September 2023.
- Sugiyono. (2017). *Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D*. Alfabeta.
- Sugiyono (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sweeney, Jillian C., Geoffrey N. Soutar. (2001). *Consumer Perceived Value: The development of a multiple item scale*. Journal of Retailing, 77(2), hal. 203–220.
- Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*. Journal of Retailing, 77(2), 203–220.
- Taewoo Roh, Junhee Seok, Yaeri Kim, 2022 . *Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge attitude, subjective norm, and trust* .Journal of Retailing and Consumer Services Volume 67, July 2022, 102988 .\
- Tansen Simanullang (2021). *Pengaruh Tipe Kepribadian The Big Five Model Personality Terhadap Kinerja Aparatur Sipil Negara (Kajian Studi Literatur Manajemen Keuangan)*. Jurnal Manajemen Pendidikan Dan Ilmu Sosial. Vol.2 Issue, 2 Juli 2021.

- Tarigan, M. (2021). Kurangi Plastik, Berikut 5 Wadah Pengganti yang Bisa Digunakan. Cantika. (<https://www.cantika.com/read/1479528/kurangi-plastik-berikut-5-wadah-pengganti-yang-bisadigunakan> (Diakses pada tanggal 12 Februari 2024)).
- Tjiptono, F., Chandra G. (2017). Pemasaran Strategik Edisi 3. Andi Offset
- Tjiptono Fandy, Anastasia Diana (2020) Pemasaran : Penerbit Andi Yogyakarta.
- Wahyuni, T. A. (2022). *Mengerikan, Indonesia Sudah Darurat Sampah Plastik: Sehari Mencapai 64Juta Ton, Nomor Dua Terbesar di Dunia.* <https://voi.id/bernas/137477/mengerikan-indonesiasudah-darurat-sampah-plastik-sehari-mencapai-64-juta-ton-nomor-dua-terbesar-di-dunia>.
- Waskito, J., & Harsono, M. (2012). *Green Consumers: Deskripsi Tingkat Kesadaran Dan Kepedulian Masyarakat Joglosemar Terhadap Kelestarian Lingkungan.* Jurnal Dinamika Manajemen, 3(1), 29–39. <http://journal.unnes.ac.id/nju/index.php/jdm>
- Widyaningrum, M. E. (2019). Manajemen Sumber Daya Manusia, Cetakan Pertama. Surabaya: UBHARA Manajemen Press.
- Yoga Rajasa Putra, RA Nurlinda, 2023. *Pengaruh Green Product, Green Brand Image, dan Environment Knowledge Terhadap Green Purchase Intention Pada Produk Lock&Lock.* Journal of Applied in Business Management and Accounting-VOL.02NO.02(2023).
- Yue, B., Sheng, G., She, S., & Xu, J. (2020a). *Impact of Consumer Environmental Responsibility on Green Consumption Behavior in China: The Role of Environmental Concern and Price Sensitivity.* Sustainability, 12(5). <https://doi.org/10.3390/su12052074>.