

**Pengaruh *Green Product* Dan *Environmental Awareness* Terhadap
Purchase Decision Yang Dimediasi Oleh *Green Attitude* Pada
Produk *Tumbler* Di Universitas Hang Tuah Surabaya**

SKRIPSI

Oleh

ISMAIL

NIM: 08040321085



**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA**

2025

**PENGARUH *GREEN PRODUCT* DAN *ENVIRONMENTAL
AWARENESS* TERHADAP *PURCHASE DECISION* YANG**

PERNYATAAN ORISINALITAS SKRIPSI

PERNYATAAN

Saya, Ismail, 08040321085, menyatakan bahwa:

1. Skripsi saya ini adalah asli dan benar-benar hasil karya saya sendiri, dan bukan hasil karya orang lain dengan mengatasnamakan saya, serta bukan merupakan hasil peniruan atau penjiplakan (*plagiarism*) dari karya orang lain. Skripsi ini belum pernah diajukan untuk mendapatkan gelar akademik baik di UIN Sunan Ampel Surabaya, maupun di perguruan tinggi lainnya.
2. Di dalam skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dengan disebut nama pengarang dan dicantumkan dalam daftar Pustaka.
3. Pernyataan ini saya buat dengan sebenar-benarnya, dan apabila dikemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis skripsi ini, serta sanksi-sanksi lainnya sesuai dengan norma dan peraturan yang berlaku di UIN Sunan Ampel Surabaya.

Surabaya, 5 November 2024


NIM. 08040321085

PERSETUJUAN PEMBIMBING

PERSETUJUAN PEMBIMBING

Surabaya, 19 Mei 2025

Skripsi telah selesai dan siap untuk diuji

Dosen Pembimbing,



Hanafi Adi Putranto, S.Si.,SE.,M.Si

NIP. 198209052015031002

PERSETUJUAN PEMBIMBING

LEMBAR PENGESAHAN

PENGARUH *GREEN PRODUCT* DAN *ENVIRONMENTAL AWARENESS* TERHADAP *PURCHASE DECISION* YANG DIMEDIASI OLEH *GREEN ATTITUDE* PADA PRODUK *TUMBLER* DI UNIVERSITAS HANG TUAH SURABAYA

oleh

Ismail

NIM: 0804032108

Telah dipertahankan di depan Dewan Penguji pada tanggal 25 Juni 2025 dan di
nyatakan memenuhi syarat untuk diterima

Susunan Dewan Penguji

1. Hanafi Adi Putranto, S. Si., SE., M.Si.
NIP. 198209052015031002
(Penguji 1)
2. Saqofa Nabilah Aini, S.E., M.Sc.
NIP. 19930109202012208
(Penguji 2)
3. Hj. Nurlailah, SE, MM.
NIP. 196205222000032001
(Penguji 3)
4. Helmina Ardyanfitri, M.M.
NIP. 199407282019032025
(Penguji 4)

Tanda Tangan



Surabaya, 22 Juni 2025



Dr. Sirajul Arifin, S.Ag., S.S., M.E.I.

NIP. 197005142000031001

LEMBAR PUBLIKASI



**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax. 031-8413300
E-Mail: perpus@uinsby.ac.id

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Ismail
NIM : 08040321085
Fakultas/Jurusan : Ekonomi dan Bisnis Islam/ Manajemen
E-mail address :

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Skripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)
yang berjudul :

Persepsi Kualitas Layanan Dan Perilaku Pengambilan Keputusan Jamaah Terhadap Pembelian Umroh

PT. Intanaya Tour And Travel

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 07 Agustus 2025

Penulis

(Ismail)

ABSTRAK

Isu-isu global seperti perubahan iklim meningkatkan kesadaran masyarakat akan pentingnya menjaga lingkungan. Dalam situasi seperti ini, produk ramah lingkungan atau *Green Product* menjadi tren yang relevan. *Green Product* seperti *tumbler*, adalah produk yang dibuat dengan mempertimbangkan bahan dan proses produksi yang menguntungkan lingkungan. Terdapat beberapa faktor yang mempengaruhi keputusan konsumen untuk membeli *Green Product*, salah satunya yaitu *Environmental Awareness* dan *Green Attitude*.

Penelitian ini bertujuan untuk menguji pengaruh *Green Product* Dan *Environmental Awareness* terhadap *Purchase Decision* Yang Dimediasi oleh *Green Attitude* Pada Produk *Tumbler* di Universitas Hang Tuah Surabaya. Penelitian ini menggunakan jenis penelitian kuantitatif deskriptif. Adapun populasi dalam penelitian ini adalah seluruh mahasiswa aktif Universitas Hang Tuah Surabaya tahun akademik 2023/2024 yang berasal dari Program Studi Farmasi yaitu berjumlah 250 mahasiswa dengan sampel yang digunakan yaitu 126 mahasiswa yang ditentukan melalui rumus *Slovin*. Penelitian ini diolah menggunakan bantuan software SmartPLS 4, serta menggunakan metode analisis SEM-PLS yang dilengkapi dengan Uji Hipotesis dan Uji Intervening.

Hasil dalam penelitian ini menunjukkan bahwa secara parsial *Green Product* dan *Environmental Awareness* berpengaruh terhadap *Green Attitude*. Kemudian ditemukan bahwa *Green Product* tidak berpengaruh terhadap *Purchase Decision*, sedangkan *Environmental Awareness* berpengaruh terhadap *Purchase Decision*. *Green Attitude* terbukti dapat berpengaruh terhadap *Purchase Decision*, selain itu *Green Attitude* juga dapat memediasi *Green Product* dan *Environmental Awareness* Terhadap *Purchase Decision*.

Kata Kunci : *Green Product*, *Environmental Awareness*, *Green Attitude*, dan *Purchase Decision*

ABSTRACT

Global issues such as climate change have increased public awareness of the importance of protecting the environment. In this context, environmentally friendly products or Green Products have become a relevant trend. Green Products, such as tumblers, are items designed with materials and production processes that benefit the environment. Several factors influence consumers' decisions to purchase Green Products, one of which is Environmental Awareness and Green Attitude.

This study aims to examine the effect of Green Product and Environmental Awareness on Purchase Decision mediated by Green Attitude toward tumbler products at Hang Tuah University Surabaya. This research uses a descriptive quantitative approach. The population in this study consists of all active students of Hang Tuah University Surabaya for the 2023/2024 academic year from the Pharmacy Study Program, totaling 250 students. The sample used consists of 126 students determined using the Slovin formula. The data in this study were processed using SmartPLS 4 software and analyzed through the SEM-PLS method, accompanied by hypothesis testing and intervening effect testing.

The results of the study show that, partially, Green Product and Environmental Awareness influence Green Attitude. Furthermore, it was found that Green Product does not influence Purchase Decision, while Environmental Awareness does. Green Attitude has a proven effect on Purchase Decision, and it also mediates the influence of Green Product and Environmental Awareness on Purchase Decision.

Keywords: *Green Product, Environmental Awareness, Green Attitude, Purchase Decision*

UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR ISI

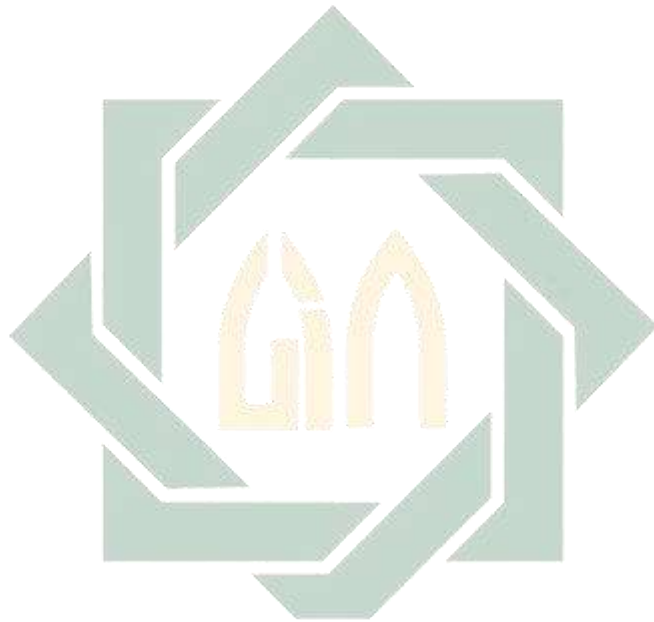
PERNYATAAN ORISINALITAS SKRIPSI.....	iii
PERSETUJUAN PEMBIMBING.....	iv
PERSETUJUAN PEMBIMBING.....	v
LEMBAR PUBLIKASI	v
KATA PENGANTAR.....	v
ABSTRAK	vii
ABSTRACT	viii
DAFTAR ISI.....	ix
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiii
DAFTAR LAMPIRAN	xiv
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang Masalah	1
1.2 Rumusan Masalah	12
1.3 Tujuan Penelitian.....	12
1.4 Manfaat penelitian.....	13
BAB II KAJIAN PUSTAKA	15
2.1 Landasan Teori	15
2.1.1 <i>Theory of Planned Behavior</i> (TPB).....	15
2.1.2 <i>Stimulus-Organism-Response</i> (SOR).....	15
2.1.3 <i>Green Product</i>	16
2.1.4 <i>Environmental Awereness</i>	17
2.1.5 <i>Green Attitude</i>	18
2.1.6 <i>Green Product Purchase Decision</i>	19
2.2 Penelitian Terdahulu	20
2.3 Kerangka Konseptual	48
2.4 Pengembangan Hipotesis Penelitian.....	50
2.4.1 <i>Green Product</i> terhadap <i>Green Attitude</i> (H1):	50
2.4.2 <i>Environmental Awareness</i> terhadap <i>Green Attitude</i> (H2):	50
2.4.3 <i>Green Product</i> terhadap <i>Purchase Decision</i> (H3):	51

2.4.4 <i>Environmental Awareness</i> terhadap <i>Green Product Purchase Decision</i> (H4).....	51
2.4.5 <i>Green Attitude</i> terhadap <i>Green Product Purchase Decision</i> (H5).....	52
2.4.6 <i>Green Product</i> terhadap <i>Purchase Decision</i> dimediasi oleh <i>Green Attitude</i> (H6):	52
2.4.7 <i>Environmental Awareness</i> terhadap <i>Green Product Purchase Decision</i> dimediasi oleh <i>Green Attitude</i> (H7)	53
2.5 Model Mediasi.....	53
BAB III METODE PENELITIAN	54
3.1 Jenis penelitian	54
3.2 Waktu dan Tempat Penelitian	55
3.3 Populasi Dan Sampel Penelitian.....	55
3.3.1 Populasi Penelitian.....	55
3.3.2 Sampel Penelitian	56
3.4 Variabel Penelitian.....	57
3.4.1 Variabel Bebas (<i>Independent</i>).....	57
3.4.2 Variabel Terikat (<i>Dependent</i>).....	58
3.4.3 Variabel Antara Atau Penyela (<i>Intervening</i>)	58
3.5 Definisi Operasional.....	58
3.6 Data dan sumber data	68
3.6.1 Sumber Data Primer.....	69
3.6.2 Sumber Data Sekunder	69
3.7 Teknik Pengumpulan Data.....	69
3.8 Teknik Analisa Data.....	70
3.8.1 <i>Smart PLS (Smart-Partial Least Square)</i>	70
3.8.2 Pengujian Model Pengukuran (<i>Outer Model</i>).....	71
3.8.3 <i>Inner model</i> (Pengujian Model Structural)	72
3.8.4 Uji Hipotesis	73
3.8.5 Uji <i>Intervening</i>	74
BAB IV HASIL DAN PEMBAHASAN	75
4.1 Gambaran Umum	75
4.2 Deskripsi Hasil Penelitian	76
4.2.1 Karakteristik Responden.....	76

4.2.2 Hasil Jawaban Responden	78
4.3 Analisis Model.....	82
4.4 Model Struktural (<i>Inner Model</i>)	90
4.5 Uji Hipotesis.....	91
4.6 Uji <i>Intervening</i>	94
4.7 Pembahasan	96
4.7.1 Pengaruh <i>Green Product</i> terhadap <i>Green Attitude</i> pada produk <i>tumbler</i>	96
4.7.2 Pengaruh <i>Environmental Awareness</i> terhadap <i>Green Attitude</i> pada produk <i>tumbler</i>	98
4.7.3 Pengaruh <i>Green Product</i> terhadap <i>Purchase Decision</i> pada produk <i>tumbler</i>	100
4.7.4 Pengaruh <i>Environmental Awareness</i> terhadap <i>Purchase Decision</i> pada produk <i>tumbler</i>	102
4.7.5 Pengaruh <i>Green Attitude</i> terhadap <i>Purchase Decision</i> pada produk <i>tumbler</i>	104
4.7.6 Pengaruh <i>Green Product</i> terhadap <i>Purchase Decision</i> pada produk <i>tumbler</i> yang dimediasi oleh <i>Green Attitude</i>	105
4.7.7 Pengaruh <i>Environmental Awareness</i> terhadap <i>Purchase Decision</i> pada produk <i>tumbler</i> yang dimediasi oleh <i>Green Attitude</i>	107
BAB V KESIMPULAN DAN SARAN	112
5.1 Kesimpulan.....	112
5.2 Saran.....	112
DAFTAR PUSTAKA.....	114
Lampiran 2 : Kuesioner Penelitian	122

DAFTAR GAMBAR

Gambar 1.1 Diagram Jumlah Sampah di Indonesia	2
Gambar 2.1 Kerangka Konseptual;;.....	49
Gambar 4.1 Model Penelitian 30 Responden	82
Gambar 4.2 Model Penelitian 126 Responden	83



UIN SUNAN AMPEL
S U R A B A Y A

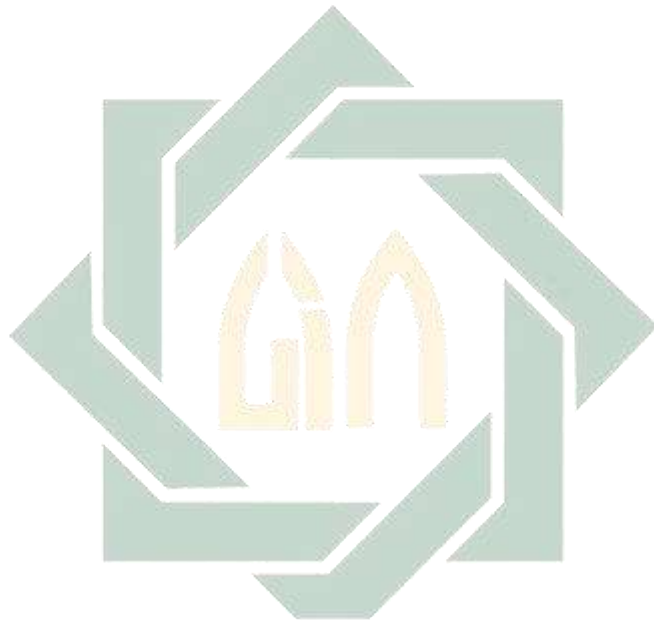
DAFTAR TABEL

Tabel 1.1 Analisis Gap Penelitian Terdahulu	11
Tabel 2.1 Sumber Penelitian Terdahulu	21
Tabel 3.1 Sumber Penelitian Terdahulu	58
Tabel 4.1 Karakteristik Berdasarkan Usia Responden	76
Tabel 4.2 Karakteristik Berdasarkan Jenis Kelamin	77
Tabel 4.3 Distribusi Frekuensi dan Persentase Green Product	78
Tabel 4.4 Distribusi Frekuensi dan Persentase Environmental Awereness	79
Tabel 4.5 Distribusi Frekuensi dan Persentase Green Attitude	80
Tabel 4.6 Distribusi Frekuensi dan Persentase Purchase Decision	81
Tabel 4.7 Hasil Uji Validitas Konvergen 30 Responden	83
Tabel 4.8 Hasil Uji Validitas Konvergen 126 Responden	83
Tabel 4.9 Hasil Uji Validitas Determinan Melalui Cross Loading 30 Responden...	86
Tabel 4.10 Hasil Uji Validitas Determinan Melalui Cross Loading 126 Responden	87
Tabel 4.11 Hasil Uji Composite Reliability 30 Responden	89
Tabel 4.12 Hasil Uji Composite Reliability 126 Responden	89
Tabel 4.13 Hasil Uji R-Square	90
Tabel 4.14 Hasil Uji Hipotesis	92
Tabel 4.15 Hasil Uji Intervening	95

UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR LAMPIRAN

Lampiran 1. Biodata Penulis	120
Lampiran 2. Kuesioner Penelitian	122
Lampiran 3. Tabulasi Identitas Responden	130
Lampiran 4. Jawaban Responden	134
Lampiran 5. Hasil SmartPLS	144



UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR PUSTAKA

- Ahmad, R. &. (2023). Quantitative Approaches in Green Consumer Research. *Journal of Consumer Research Methods*, 89-104.
- Ahmad, S. &. (2023). Metode Sampling dalam Penelitian Perilaku Konsumen Hijau. . *Journal of Research Methodology*, 78-92.
- Akram Alhamad, M. A. (2023). The Impact of Environmental Awareness and Attitude on Green purchase decision: An Empirical Study of Turkish Consumers of Green Product. *malatya turgut ozal universitesi isletmi ve yonetim bilimleri dergisi malatya turgut ozal university journal of bussiness and management sciences*, 2717-7890 .
- Andras Szeberenyi, R. L.-V. (2023). EXAMINING ENVIRONMENTAL AWARENESS OF UNIVERSITY STUDENTS . 25-27.
- Austin, K. G. (2019). What causes deforestation in Indonesia? *Environmental Research Letters*,, 300.
- Chen, X. L. (2023). The three dimensions of environmental awareness: Implications for sustainable behavior change. *Sustainability*, 2756.
- Chen, Y. S. (2020). The influence of proactive green innovation and reactive green innovation on green product development performance: The mediation role of green creativity. *Sustainability*, 1433.
- Chen, Y. S. (2024). The impact of green product innovation on green attitude and purchase decision: The role of perceived consumer effectiveness. . *Journal of Cleaner Production*, 127001.
- Chen, Y.-S. &. (2021). Enhance green purchase decisions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 502-520.
- Davidson, M. R. (2023). Sampling techniques in sustainable consumption research: A methodological review. *Journal of Environmental Management*.
- Dzaky Muhammad Dzulhijj, A. H. (2023). Peran Citra Merek Hijau dan Kesadaran Hijau Terhadap Niat Beli Hijau pada Konsumen IKEA di Indonesia . *journal.literasisains.id/*.
- elrumi. (2020). green produk discuse.
- Erina Subiantoro, L. P. (2021). THE EFFECT OF GREEN PRODUCT AND GREEN . *Journal of Business on Hospitality and Tourism* , 205-211 .

- Fidia Tridiwianti, H. (2021). PENGARUH GREEN PRODUCT AWARENESS DAN PENGETAHUAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK GREEN BODY CARE. *Jurnal Pendidikan Tata Niaga (JPTN)*, 1110.
- Firmansyah, R. R. (2020). Green Product Identification and Young Consumer Behavior. *Journal of Marketing and Environmental Sustainability*, 45-56.
- Handayani, P. e. (2023). Validity and Reliability in Green Consumer Research. *Sustainable Consumer Behavior Quarterly*, 67-82.
- Hermawan, A. &. (2021). Komunitas Zero Waste Bandung Dorong Gaya Hidup Berkelanjutan. *Pemerintah Kota Bandung*. .
- Husna Anwar, D. A. (2023). Do Environmental Issues Impact Consumers' Purchase Decision of Green Products? . "Quing: *International Journal of Commerce and Management*", 285-295.
- I Made Surya Prayoga, M. S. (2023). Green Awareness Effect on Consumers' Purchasing Decision . *Asia-Pacific Management and Business Application* .
- Jayasinghe, J. A. (2022). The Influence of Green Packaging, Green Campaigns and . *FGS - CJMR Journal*, 01-32.
- Joshi, Y. &. (2019). Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors. *Ecological Economics*, , 235-243.
- Joshi, Y. &. (2020). investigating the determinants of consumers' sustainable purchase behaviour. *sustainable Production and Consumption*,, 110-120.
- Kim, S. H. (2023). Understanding young consumers' reusable bottle adoption: The role of environmental consciousness and green attitude. *Sustainable Production and Consumption*.
- Ko, E. H.-Y. (2020). Green product purchasing decisions in emerging markets: The role of environmental knowledge, green attitude, and green purchase behavior. *Sustainability*, 1-18.
- Kumar, P. J. (2019). The role of green attitudes and green perceived quality in consumer adoption of green products: A study in emerging economies. *Journal of Cleaner Production*, 441-451.
- Lee, J. &. (2024). The impact of green product innovation on sustainable consumer behavior: A global perspective. . *Journal of Cleaner Production*, 127-140.
- Lee, Y. K. (2021). The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior. *Journal of Sustainable Tourism*,, 1347-1366.

- Lim, J. &. (2023). Conceptualizing environmental awareness in the digital age: A multidimensional approach. *Journal of Environmental Psychology*, 101852.
- Lin, H. &. (2024). Redefining green products in the era of circular economy: A comprehensive framework. *Sustainability*, 1089-1105.
- Liu, X. &. (2024). Understanding green purchase behavior: An extension of the theory of planned behavior. *Environmental Science and Pollution Research*, 7889-7901.
- Margono, B. A. (2023). Primary forest cover loss in Indonesia over 2000–2012. *Nature Climate Change*, 730-735.
- Maya Widayarsi, S. D. (2023). The Influence of Green Marketing and Environmental Knowledge The Influence of Green Marketing and Environmental Knowledge . 55183 .
- Mohammed Yahaya Abbas, R. S. (2021). A Survey of Environmental Awareness, Attitude, *International Journal of Science and Research (IJSR)* , 2319-7064 .
- Nguyen, T. N. (2024). Environmental awareness in the age of information: A cross-cultural study. *Journal of Environmental Psychology*, 101850.
- Nguyen, T. T. (2023). Normative influences on green consumption behavior: Conceptualization and scale development. *Journal of Business Research*, 113398.
- Nguyen, T. T. (2024). Green product innovation: From concept to consumer acceptance. *Sustainability*, 2234.
- Nugraha, A. &. (2023). Mediating Role of Green Attitude in Sustainable Purchase Decisions. *Journal of Environmental Psychology*, 45-62.
- Nugraha, A. &. (2023). Strategi Pengumpulan Data di Lingkungan Kampus. *Research Methods Quarterly*, 112-128.
- Park, S. &. (2024). The evolution of green attitudes: A 10-year longitudinal study. *Journal of Consumer Research*, 302-320.
- Prakash, G. C.-R. (2019). Do altruistic and egoistic values influence consumers' attitudes and purchase decisions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 163-169.
- Purwaningrum, P. (2020). Upaya mengurangi timbulan sampah plastik di lingkungan. *Indonesian Journal of Urban and Environmental Technology*, 141-147.

- Putra, Y. R. (2023). PENGARUH GREEN PRODUCT, GREEN BRAND IMAGE, DAN . *Journal of Applied in Business Management and* , 2964-5360.
- Rahardjo, S. &. (2023). Analysis of Green Consumer Behavior in Indonesia. *Journal of Green Consumer Behavior*, 112-128.
- Rahman, A. &. (2024). Conceptualizing green products: A comprehensive review and future research
- Rahman, A. S. (2022). Mediating effects of green attitude on sustainable product purchases: A study of reusable bottle consumption. *Journal of Cleaner Production*,.
- Rahman, O. F. (2022). A study of the relationship between environmental consciousness, social norms and pro-environmental behavior. *Sustainable Production and Consumption*, 524-536. Retrieved from Journal of Asian Finance, Economics and Business.
- Rahman, T. &. (2023). Analisis Penggunaan Tumbler di Kalangan Mahasiswa Surabaya. . *Sustainable Behavior Studies*, 234-249.
- Rahman, T. &. (2023). Mediation Analysis Using SEM in Consumer Behavior Studies. *International Journal of Research Methods*, 178-195.
- Ramli, Y. H. (2021). Environmental awareness and its effect on green product purchase decision. . *Journal of Environmental Management and Tourism*, 426-437.
- Rodriguez-Sanchez, C. P.-B. (2024). From awareness to action: Unraveling the complexities of sustainable consumption behavior. . *Journal of Business Ethics*, 1-20.
- Santoso, H. &. (2022). Stratified Random Sampling in Consumer Research. . *International Journal of Research Methodology*, 167-182.
- Setiawan, R. &. (2023). Millennial Green Purchase Behavior in Emerging Markets. . *International Journal of Sustainable Marketing*, 78-95.
- Sharma, R. &. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 1018-1042.
- Sharma, R. J. (2023). Extending the Theory of Planned Behavior for sustainable consumption: The role of social media and peer influence. . *Journal of Retailing and Consumer Services*,, 103125.
- Suki, N. M. (2023). GREEN AWARENESS EFFECTS ON CONSUMERS' . *IJAPS*.

- Sutanto, J. &. (2023). Statistical Analysis in Green Consumer Studies. *International Journal of Research Methodology*, 156-172.
- Suyanto, E. S. (2019). Model kebijakan pengelolaan sampah berbasis partisipasi "Green Community" mendukung kota hijau. *Mimbar: Jurnal Sosial dan Pembangunan*, 143-152.
- Thompson, G. &. (2024). *Environmental Psychology Studies*.
- Wang, L. W. (2024). Green product attributes and consumer purchase decisions: A systematic literature review. . *Journal of Cleaner Production*, 127252.
- Wang, Y. &. (2021). International Journal of Sustainability in Higher Education,. *Campus sustainability initiatives and student environmental behavior: The mediating role of environmental awareness*. .
- Widayanti, A. H. (2020). Implementation of green campus initiatives in universities: A case study of Universitas Hang Tuah. *Journal of Sustainable Development*, 223-232.
- Widyastuti, S. &. (2021). The impact of influencer marketing and social media influencers on green product purchase decisions: The mediating role of brand image. *Journal of Asian Finance, Economics and*, 201-209.
- Wijaya, S. S. (2023). Tren Produk Ramah Lingkungan di Surabaya. *Pemerintah Kota Surabaya*. .
- Wijaya, T. &. (2023). Analisis Perilaku Konsumen Hijau di Kalangan Mahasiswa. *Sustainable Marketing Quarterly*, 145-160.
- Wijaya, T. &. (2023). Kesadaran Lingkungan Mahasiswa di Era Digital. *Journal of Environmental Psychology*, 167-182.
- Wilson, A. &. (2020). *Journal of Environmental Consumer Behavior*. 24-70.
- Xie, J. &. (2021). The role of green attitude and environmental knowledge in influencing sustainable consumption behavior. . *Journal of Consumer Research*, 992-1009.
- Yadav, R. &. (2021). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the Theory of Planned Behavior. *Ecological Economics*, 114-122.
- Zhang, L. &. (2020). Understanding green purchase decisions: A comprehensive model of consumer behavior. *Journal of Consumer Psychology*,, 267-285.
- Zhang, L. F. (2024). Exploring the influence of green product attributes on consumer purchase decision: An extended theory of planned behavior perspective. *Journal of Cleaner Production*, 136507.

Zhao, L. &. (2021). Application of snowball sampling in environmental behavior research: A case study of reusable container adoption. . *Environmental Science and Pollution Research*, 18762-18775.



UIN SUNAN AMPEL
S U R A B A Y A