

The Influence of Attitude, Subjective Norm, Price Consciousness on Purchase Decision Through Purchase Intention in Green Products

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ABSTRACT

This research aims to determine (1) the influence of Attitude on Purchase Intention (2) the influence of Subjective Norms on Purchase Intention (3) the influence of Price Consciousness on Purchase Intention (4) the influence of Purchase Intention on Purchase Decision. The sample in this research was 144 respondents from the people of Yogyakarta who had purchased environmentally friendly products. The data collection method uses a distributed questionnaire method and the sampling technique uses a purposive sampling technique. This research uses the Data Quality Test, Classical Assumption Test, Multiple Linear Regression Test, and Hypothesis Test. The research results show (1) there is no positive and significant influence on Attitude on Purchase Intention (2) there is a positive and significant influence on Subjective Norm on Purchase Intention (3) there is a positive and significant influence on Price Consciousness on Purchase Intention (4) there is a positive and significant influence on Purchase Intention on Purchase Decision.

Keywords: Attitude, Subjective Norm, Price Consciousness, Purchase Intention, Purchase Decision

INTRODUCTION

Environmental damage is a problem that is currently faced and a significant concern by the people of Indonesia, starting from water and air pollution to the current trend is the problem of waste accumulation. Environmental damage will become a big problem when the amount of waste continues to increase and is difficult to recycle. This phenomenon of environmental damage has attracted the attention of consumers to a product that has more value for the environment. Based on Jakstranas (National Policy and Strategy), the amount of national waste in 2023 is 69.9 million tons, while the level of achievement of Indonesia's waste management performance has only reached 66.28% and as much as 33.72% of waste has not been managed according to data on the National Waste Management Information System (SIPSN) (www.detik.com). The issue of plastic waste has become a significant global concern, affecting Indonesia deeply (Fadilah, 2024). One of the activities that prevent the accumulation of waste is to use environmentally friendly products.

Environmentally friendly products are products that are designed to minimize environmental hazards. Environmentally friendly products are made from materials that are safe for the environment and can be recycled so that they can preserve nature. According to Utama & Komara (2022), environmentally friendly products or green products are defined as products that contain safe components, do not pollute the environment or damage natural resources, and can be recycled and use environmentally friendly packaging to reduce the negative impact of product consumption

on the environment. The importance of green products is increasing along with global awareness of climate change, environmental pollution, and limited natural resources.

Gen Z can be defined as young adults born between 1996 and 2012 who are labeled as highly educated, tech-savvy, innovative, and creative consumers (Utama & Komara, 2022). Generation Z's level of concern for protecting the environment can be seen from its concern about current environmental damage, its anxiety about the quality of the environment in the future, and its concern about human behavior that tends to damage the environment (Mardius et al., 2023). According to Mardius et al. (2023) also shows that consumers who have a higher level of concern are easily persuaded to buy environmentally friendly products. This shows that there is an indication of a purchase decision on environmentally friendly products.

Purchase decision

According to Kotler & Keller (2016), purchasing decisions are decisions made by customers regarding the tendency to be interested in certain brands so that they become a choice. This purchase decision is the last stage made by the customer, where there are elements that influence the customer before finally making a decision (Teja & Firdausy, 2023). Before making this purchase decision, in general, it is first influenced by purchase intention. Someone's purchase intention is high, so the possibility of making a purchase will be great.

Purchase intention

Purchase intention or purchase intention is a feeling in a person that encourages the purchase of a product or service that arises from getting information about a particular product or service (Kotler and Keller, 2016). Through this statement, it can be concluded that a high level of concern for the environment, will also strengthen the emergence of purchase intentions which lead to purchasing decisions from green products or environmentally friendly products compared to products that are less responsive to this issue (Aprilisya et al., 2017). Someone's buying interest arises because of the impulse of needs that must be met. The factors that influence purchase intention are attitude, subjective norm and price consciousness.

Attitude

Attitude is a behavioral determination related to perception, personality, and motivation which consists of 3 mutually supporting components, namely cognitive, affective, and conative which are psychological mental readiness to react and act (Surianti et al., 2020). Attitude refers to individuals to form behavior, this behavior can be positive or negative (Maharani et al., 2021). Saraswaty & Suprapti (2015) say that the formation of consumer attitudes often describes the relationship between attitudes, beliefs, and behavior. Attitudes, beliefs, and behavior are also related to product attributes.

Subjective norms

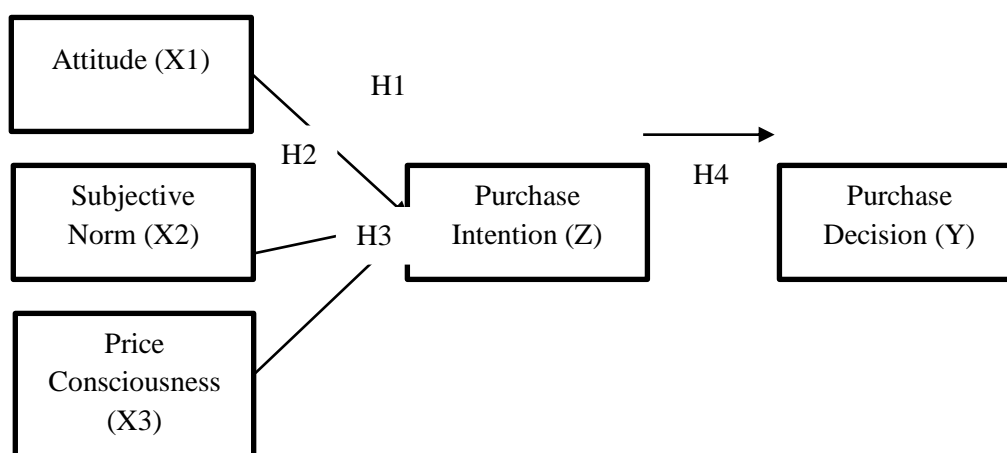
A subjective norm is an understanding of the perception of individual behavior under certain conditions that follow the opinions of others (Ajzen, 1991). Subjective norms can come from friends, parents, extended family, or social media. It refers to the individual's perception of relevant opinions from others about whether or not to perform the behavior. This subjective norm theory plays an important role in shaping behavioral intentions, which in turn affect actual behavior. Some researchers recognize that the concept of social norms is a key component of motivation and behavior as an important factor to influence and change a person's behavior (Firdaus, 2022). Therefore, subjective norms can influence a person's choices and actions because they want to fulfill other people's expectations of them.

Price consciousness

Price consciousness is one of the factors in creating customer satisfaction with a product (Yunanto, 2022). Price awareness is one of the main factors in creating customer satisfaction with a product. Indirectly, customers will consider the price set on a product that they will buy, by seeing whether the price is a high or low price (Yunanto, 2022). Sometimes consumers are more concerned with the price or brand of a product. Thus, people who are aware of environmental values will be more willing to pay more for sustainable goods because they believe that the environmental benefits are worth the price (Fadillah et al., 2024). The purpose of this study is to determine the effect of attitude, subjective norm, and price consciousness on purchase decisions through purchase intention. Based on the description above, the research hypothesis is formulated as follows:

- H1: Attitude has a positive and significant effect on Purchase Intention
- H2: Subjective Norm has a positive and significant effect on Purchase Intention
- H3: Price Consciousness has a positive and significant effect on Purchase Intention
- H4: Purchase Intention has a positive and significant effect on Purchase Decision

Framework



RESEARCH METHODS

Type of Research

In this study, researchers used quantitative research. Quantitative research can be interpreted as a process that produces knowledge in the form of numbers. This quantitative research method is considered a scientific method because it follows scientific principles, namely concrete or empirical, objective, measurable, rational, and systematic (Sugiyono, 2013).

Location and Time

The data collection process was carried out in Yogyakarta in May 2025 until completion online using a questionnaire form in the google form and then statistically processed.

Research Methods

This research sampling technique uses non-probability sampling techniques using a purposive sampling method. Purposive sampling is a sampling technique with certain considerations. The selection of this “purposeful sample” was carried out because the researcher understood that the information needed could be obtained by certain targets that met the specified criteria. The criteria for respondents who were sampled were as follows:

1. Respondents who use environmentally friendly products.
2. Domiciled in Yogyakarta.
3. Respondents born from 1996 to 2012.

Population and Sample

The population in this study are people in Yogyakarta with birth years 1996 to 2012, with an unknown exact number. The sample size of this study was determined using Hair's formula, due to the unknown population size. The sample size guideline depends on the number of indicators multiplied by 5-10. In this study, there are 18 indicators multiplied by 8 resulting in 144 respondents who are users of environmentally friendly products.

Data Analysis Techniques

Data was collected using questionnaires to measure variables. Each respondent received 5 questionnaire instruments, which served to measure the variables under study. To generate accurate data, this study uses a Likert scale with values 1-5. Value 1 represents “strongly disagree” and 5 represents “strongly agree”. This study uses Data Quality Test, Classical Assumption Test, Multiple Linear Regression Test, and Hypothesis Test.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test

Variable	Item	R hitung	R tabel	Keterangan
<i>Attitude</i> (X1)	X1.1	0.712	0.1637	Valid
	X1.2	0.768	0.1637	Valid
	X1.3	0.798	0.1637	Valid
	X1.4	0.722	0.1637	Valid
<i>Subjective Norm</i> (X2)	X2.1	0.745	0.1637	Valid
	X2.2	0.857	0.1637	Valid
	X2.3	0.815	0.1637	Valid
<i>Price Consciousness</i> (X3)	X3.1	0.721	0.1637	Valid
	X3.2	0.770	0.1637	Valid
	X3.3	0.578	0.1637	Valid
	X4.4	0.748	0.1637	Valid
<i>Purchase Intention</i> (Z)	Z1.1	0.669	0.1637	Valid
	Z1.2	0.768	0.1637	Valid
	Z1.3	0.786	0.1637	Valid
	Z1.4	0.754	0.1637	Valid
<i>Purchase Decision</i> (Y)	Y1.1	0.748	0.1637	Valid
	Y1.2	0.813	0.1637	Valid
	Y1.3	0.677	0.1637	Valid

Source: Primary data, 2025

Based on the results of the validity test, it shows that the *r* value for the attitude, subjective norm, price consciousness, purchase intention, and purchase decision variables is all greater than the *r* table, which is 0.1637 (*df* = 142), so it can be stated that the question items in this research questionnaire are “valid”, so that these variables are suitable for use as tools for data collection.

Reliability Test

Table 2. Reliability Test

Variable	Nilai Cronbach's Alpha	Nilai Kritis	Keterangan
<i>Attitude</i>	0.730	>0.60	Reliable
<i>Subjective Norm</i>	0.719	>0.60	Reliable
<i>Price Consciousness</i>	0.692	>0.60	Reliable
<i>Purchase Intention</i>	0.748	>0.60	Reliable
<i>Purchase Decision</i>	0.692	>0.60	Reliable

Source: Primary data, 2025

Based on the results of the reliability test with the alpha value in this study, it shows more than 0.6, so it can be concluded that the variables in this study are declared reliable.

Classic Assumption Test

1. Normality Test

a. Equation 1

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		144
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.64967974
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.045
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

Source: Primary data, 2025

It is known that the attitude, subjective norm, and price consciousness variables on purchase intention show significant results of $0.200 > 0.05$, so it is stated that the data is normally distributed.

b. Equation 2

Table 3. Equation 2

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		144
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.43559908
Most Extreme Differences	Absolute	.067
	Positive	.062
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

Source: Primary data, 2025

It is known that the purchase intention variable on the purchase decision shows a significant result of $0.200 > 0.05$, so it is stated that the data is normally distributed.

2. Multicollinearity Test

a. Equation 1

Table 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1.	(Constant)		
	Attitude	.642	1.557
	Subjective Norm	.764	1.308
	Price Consciousness	.763	1.311
a. Dependent Variable: Purchase Intention			

Source: Primary data, 2025

Based on the table, it shows that the multicollinearity test results have a VIF value of less than 10 with a tolerance value of more than 0.1. This means that the VIF value of each variable in this study meets the criteria because the VIF value is less than 10 with a tolerance value > 0.1 . So it can be concluded that each variable attitude (X1), subjective norm (X2) and price consciousness (X3) does not occur multicollinearity.

b. Equation 2

Table 5. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1.	(Constant)		
	Purchase Intention	2.000	2.000
a. Dependent Variable: Purchase Decision			

Source: Primary data, 2025

Based on the table, it shows that the multicollinearity test results have a VIF value of 2,000 with a tolerance value of more than 0.1. This means that the VIF value of each variable in this study meets the criteria because the VIF value is less than 10 with a tolerance value > 0.1. So it can be concluded that each variable purchase intention (Z) does not occur multicollinearity.

3. Heteroscedasticity Test

a. Equation 1

Table 5. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1.	(Constant)	2.582	1.438		1.905	.930
	Attitude	.050	.091	.120	.580	.261
	Subjective Norm	.021	.083	.311	.362	.142
	Price Consciousness	.062	.080	.212	.412	.410
a. Dependent Variable: Purchase Intention						

Source: Primary data, 2025

Based on the table, it shows that the significance value of the attitude (X1), subjective norm (X2), and price consciousness (X3) variables is more than 0.05. So it is concluded that the data does not occur heteroscedasticity.

b. Equation 2

Table 6. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1.	(Constant)	8.412	.991		3.433	.754
	Purchase Intention	.120	.061	.211	.436	.263
a. Dependent Variable: Purchase Decision						

Source: Primary data, 2025

Based on the table, shows that the significance value of the purchase intention variable (Z) is more than 0.05. So it is concluded that the data does not occur heteroscedasticity.

Linear Regression Test

a. Equation 1

Table 7. Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	4.065	1.438		2.827	.006
	Attitude	.193	.091	.188	2.126	.136
	Subjective Norm	.441	.083	.429	5.285	.000
	Price Consciousness	.225	.080	.227	2.794	.006
a. Dependent Variable: Purchase Intention						

Source: Primary data, 2025

$$Z = 0.188A + 0.429SN + 0.227PC$$

1. B1 (Attitude regression coefficient value of 0.188), shows that the higher the attitude, the higher the purchase intention, assuming that other variables remain constant.
2. B2 (Subjective Norm regression coefficient value of 0.429), shows that the higher the subjective norm, the higher the purchase intention, assuming that other variables remain constant.
3. B3 (Price Consciousness regression coefficient value of 0.429), shows that the higher the price consciousness, the higher the purchase intention, assuming that other variables remain constant.

b. Equation 2

Table 8. Linear Regression Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std.	Beta	
					Sig.

			Error			
1.	(Constant)	4.003	.991		4.039	.000
	Purchase Intention	.471	.061	.588	7.697	.000
a. Dependent Variable: Purchase Decision						

Source: Primary data, 2025

$$Y = 0.588PI$$

1. B1 (purchase intention regression coefficient value of 0.588), shows that the higher the purchase intention, the higher the purchase decision, assuming that other variables remain constant.

Hypothesis Test

1. F Test

- a. Equation 1

Table 9. Hypothesis Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	248.161	3	82.720	29.589	.000 ^b
	Residual	307.523	110	2.796		
	Total	555.684	113			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Price Consciousness, Subjective Norm, Attitude						

Source: Primary data, 2025

Based on the above, it can be seen that the calculated F value is 29.589 and for the F table at 5% significance (0.05), and $df_1 = 3$, $df_2 = 110$ of 2.69 which means $F_{\text{count}} > F_{\text{table}}$ ($29.589 > 2.69$). And the significance value is 0.00 which means it is smaller than 0.05 ($0.000 < 0.05$). This shows that the attitude, subjective norm, and price consciousness variables simultaneously or together affect the purchase intention variable.

- b. Equation 2

Table 10. Hypothesis Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1.	Regression	123.183	1	123.183	59.241	.000 ^b

Residual	232.887	112	2.079		
Total	356.070	113			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Purchase Intention					

Source: Primary data, 2025

Based on the table above, it can be seen that the calculated F value is 59.241 and for the F table at a significance of 5% (0.05), and $df_1 = 1$, $df_2 = 12$ of 3.93 which means $F_{count} > F_{table}$ ($59.241 > 3.93$). And the significance value is 0.00 which means less than 0.05 ($0.000 < 0.05$). This shows that purchase intention simultaneously or together affects the purchase decision variable.

2. T Test

a. Equation 1

Table 11. T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	4.065	1.438		2.827	.006
	Attitude	.193	.091	.188	2.126	.136
	Subjective Norm	.441	.083	.429	5.285	.000
	Price Consciousness	.225	.080	.227	2.794	.006
a. Dependent Variable: Purchase Intention						

Source: Primary data, 2025

a) Attitude towards Purchase Intention

It is known in the table above that the t value of the attitude variable is 2.126 and for the t table value at a significance of 5% (0.05) of 1.656 which means $t_{count} > t_{table}$ ($2.126 > 1.656$). And the significance value is 0.136 which means it is greater than 0.05 ($0.136 > 0.05$).

b) Subjective Norm on Purchase Intention

It is known in the table above that the t value of the subjective norm variable is 5.285 and for the t table value at a significance of 5% (0.05) of 1.656, which

means $t_{\text{count}} > t_{\text{table}}$ ($5.285 > 1.656$). And the significance value is 0.000 which means it is smaller than 0.05 ($0.000 < 0.05$).

c) Price Consciousness on Purchase Intention

It is known in the table above that the t value of the price consciousness variable is 2.794 and for the t table value at a significance of 5% (0.05) of 1.656, which means $t_{\text{count}} > t_{\text{table}}$ ($2.794 > 1.656$). And the significance value is 0.006 which means it is smaller than 0.05 ($0.006 < 0.05$).

b. Equation 2

Table 12. T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	4.003	.991		4.039	.000
	Purchase Intention	.471	.061	.588	7.697	.000
a. Dependent Variable: Purchase Decision						

Source: Primary data, 2025

Based on the table above, it is known that the t value of the purchase intention variable is 7.697, and for the t table value at a significance of 5% (0.05) of 1.656, which means $t_{\text{count}} > t_{\text{table}}$ ($7.697 > 1.656$). And the significance value is 0.000 which means it is smaller than 0.05 ($0.000 < 0.05$).

3. Coefficient of Determination (Adjusted R²)

a. Equation 1

Table 13. Coefficient of Determination (Adjusted R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.447	.431	1.672
a. Predictors: (Constant), Price Consciousness, Subjective Norm, Attitude				
b. Dependent Variable: Purchase Intention				

Source: Primary data, 2025

Based on the table above, the Adjusted R Square value is 0.431, which means that the attitude, subjective norm, and price consciousness variables contribute to the purchase intention variable, which is 43.1%. While the remaining 56.9% is influenced by other variables not included in this study.

b. Equation 2

Table 14. Coefficient of Determination (Adjusted R2)

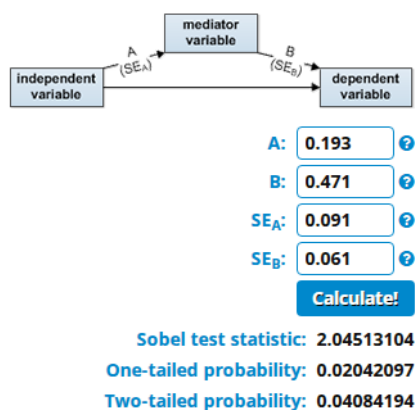
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.340	1.442
a. Predictors: (Constant), Purchase Intention				
b. Dependent Variable: Purchase Decision				

Source: Primary data, 2025

Based on the table above, the Adjusted R Square value is 0.340, which means that the purchase intention variable contributes to the purchase decision variable, which is 34%. While the remaining 66% is influenced by other variables not included in this study.

4. Sobel Test

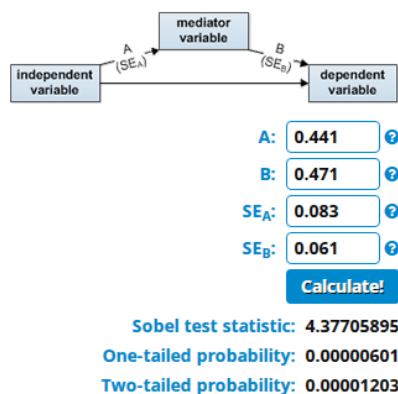
1) Attitude towards Purchase Decision through Purchase Intention



Source: Primary data, 2025

Based on the output results above, it is known that the Sobel test statistical value is $2.045 > 1.96$ and the p-value is $0.040 < 0.05$ so it can be concluded that the purchase intention variable is able to mediate attitude towards a purchase decision.

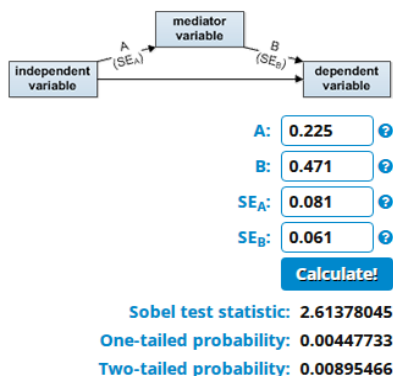
2) Subjective Norm towards Purchase Decision through Purchase Intention



Source: Primary data, 2025

Based on the results of the output above, it is known that the Sobel test statistical value is $4.377 > 1.96$ and the p-value is $0.000 < 0.05$ so it can be concluded that the purchase intention variable is able to mediate subjective norm on the purchase decision.

3) Price Consciousness towards Purchase Decision through Purchase Intention



Source: Primary data, 2025

Based on the results of the output above, it is known that the Sobel test statistical value is $2.613 > 1.96$ and the p-value is $0.008 < 0.05$ so it can be concluded that the purchase intention variable is able to mediate price consciousness on the purchase decision.

The Influence of Attitude towards Purchase Intention

By looking at the results of the calculation of the t value of the attitude variable of 2.126 and for the t table value at a significance of 5% (0.05) of 1.656 which means $t_{\text{count}} > t_{\text{table}}$ ($2.126 > 1.656$). And the significance value is 0.136 which means greater than 0.05 ($0.136 > 0.05$). So hypothesis 1 which states that “there is an influence of attitude (X1) on purchase intention (Z) is rejected. This is in line with research conducted by Ariansyah et al (2020) which shows that attitude has no significant effect on purchase intention.

The Effect of Subjective Norms on Purchase Intention

It is known that the t value of the subjective norm variable is 5.285 and for the t table value at a significance of 5% (0.05), it is 1.656, which means $t_{count} > t_{table}$ ($5.285 > 1.656$). And the significance value is 0.000 which means it is smaller than 0.05 ($0.000 < 0.05$). So hypothesis 2 which states that “there is an influence of subjective norm (X2) on purchase intention (Z) is accepted. This is in line with research conducted by Noor (2017) showing that subjective norm has a significant effect on purchase intention. Research conducted by Nadiya & Ishak (2022) also shows that subjective norms have a significant effect on purchase intention. In addition, research conducted by Firdaus (2022) also shows that subjective norms have a significant effect on purchase intention.

The Influence of Price Consciousness on Purchase Intention

It is known that the t value of the price consciousness variable is 2.794 and for the t table value at a significance of 5% (0.05) of 1.656, which means $t_{count} > t_{table}$ ($2.794 > 1.656$). And the significance value is 0.006 which means it is smaller than 0.05 ($0.006 < 0.05$). So hypothesis 3 which states that “there is an effect of price consciousness (X3) on purchase intention (Z) is accepted. This is in line with research conducted by Hanifah et al (2019) which shows that price has a positive effect on purchase intention. Research conducted by Angela Diva (2024) also shows that price awareness has a significant effect on purchase intention. In addition, research conducted by Pingkan (2023) also shows that price has a positive effect on purchase intention.

The Influence of Purchase Intention on Purchase Decision

It is known that the t value of the purchase intention variable is 7.697 and for the t table value at a significance of 5% (0.05) of 1.656 which means $t_{count} > t_{table}$ ($7.697 > 1.656$). And the significance value is 0.000 which means it is smaller than 0.05 ($0.000 < 0.05$). So hypothesis 4 which states that “there is an influence of purchase intention (Z) on purchase decision (Y) is accepted. This is in line with research conducted by Trisdiyana (2018) which shows that purchase intention has a positive effect on purchasing decisions. Research conducted by Risna et al (2022) also shows that purchase intention has a positive effect on the purchasing decisions. In addition, research conducted by Jun et al (2021) also shows that purchase intention has a positive effect on purchase decisions.

CONCLUSION

The results showed that H1 was rejected, which means that the Attitude variable has no positive and significant effect on Purchase Intention. This proves that a person's attitude is not a driving factor in a person's purchase intention. The results showed that H2 was accepted, which means that the Subjective Norm variable has a positive and significant effect on Purchase Intention. This proves that the higher a person's subjective norms towards environmentally friendly

products, the higher a person's purchase intention. The results showed that H3 was accepted, which means that the Price Consciousness variable has a positive and significant effect on Purchase Intention. This proves that the higher the price awareness of a product, the higher a person's purchase intention for that product. The results showed that H4 was accepted, which means that the Purchase Intention variable has a positive and significant effect on Purchase Decision. This proves that the higher a person's purchase intention for a product, the higher a person's purchasing decision to buy the product.

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