

DAFTAR PUSTAKA

- Ali, A. M., & Ariyanto, A. (2024). *Pengaruh Harga dan Promosi terhadap Keputusan Pembelian Konsumen pada UMKM El Mont Cianjur, Jawa Barat*. *JEAC : Journal of Economic Academic*, 1(02), 469–478. <https://academicajournal.org/index.php/JEAC/article/view/52>
- Andryan, D., & Suharsono, N. (2024). *Jurnal Bisnis dan Manajemen The Influence of Green Marketing Strategy on Purchase Decisions Mediated by Purchase Interest (Case Study of Electric Cars at Prestige MotorCars Indonesia)* (Vol. 11, Issue 2). <http://jurnal.unmer.ac.id/index.php/jbm>
- Arif Zulkifli. (2020). *Green Marketing: Redefinisi Green Product, Green Price, Green Place, and Green Promotion*. Graha Ilmu.
- Armstrong, G., Kotler, P., & Opresnik, M. O. (2020). *Marketing : an introduction*. Pearson.
- Bougie, R., & Sekaran, U. (2020). *Research methods for business : a skill-building approach*. John Wiley & Sons, Inc.
- BPS. (2024). *Perkembangan Jumlah Kendaraan Bermotor Menurut Jenis - Tabel Statistik - Badan Pusat Statistik Indonesia*. <https://www.bps.go.id/id/statistics-table/2/NTcjMg==/jumlah-kendaraan-bermotor-menurut-jenis.html>
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing*. Pearson.
- Chang, A., Gunawan, T., & Sumarwan, U. (2023). *A Conceptual Framework of Mobile Payment System Adoption and Use in Southeast Asia*. *JAS (Journal of ASEAN Studies)*, 11(2). <https://doi.org/10.21512/jas.v11i2.8815>
- Creswell, J. W. ., & Creswell, J. D. (2023). *Research design : qualitative, quantitative, and mixed methods approaches*. SAGE Publications, Inc.
- Databoks. (2024). *Sektor Penyumbang Emisi Karbon Terbesar di Indonesia 2024*. <https://dml.or.id/sektor-penyumbang-emisi-karbon-terbesar-di-indonesia-2024/>
- de Klerk, W., Barnard, M. C., de Klerk, E., du Toit, R. E., & Daniel-Smit, J. (2023). *The Social Science Research Process: A New Model*. *Open Journal of Social Sciences*, 11(11), 156–173. <https://doi.org/10.4236/jss.2023.1111010>
- Gunawan, I., Redi, A. A. N. P., Santosa, A. A., Maghfiroh, M. F. N., Pandyaswargo, A. H., & Kurniawan, A. C. (2022). *Determinants of Customer Intentions to Use Electric Vehicle in Indonesia: An Integrated Model Analysis*. *Sustainability*, 14(4), 1972. <https://doi.org/10.3390/su14041972>

- Hendri Pujianto. (2025). *Pemasaran Hijau Menuju Keberlanjutan Umur Bisnis (Green Marketing Toward Sustain Business Longevity)*. Deepublish.
- Huang, S.-L., & Leau, Y.-R. (2024). *Understanding How Consumers' Perceived Sustainability Influences Their Continuance Intention to Use Sharing Economy Services*. *Sustainability*, 16(17), 7753. <https://doi.org/10.3390/su16177753>
- IEA. (2023). *Executive Summary – CO2 Emissions in 2023 – Analysis - IEA*. <https://www.iea.org/reports/co2-emissions-in-2023/executive-summary>
- Indef. (2022). *Layanan transportasi online yang paling banyak digunakan konsumen*. <https://indef.or.id/wp-content/uploads/2023/03/PPT-Esther-Sri-Astuti-Hasil-Studi-Transportasi-dan-Logistik-Online-di-Indonesia-Pasca-Pandemi.pdf>
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). *Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context*. *Sustainability*, 14(10), 6107. <https://doi.org/10.3390/su14106107>
- Kiyak, D., & Grigoliene, R. (2023). *Analysis of the Conceptual Frameworks of Green Marketing*. *Sustainability*, 15(21), 15630. <https://doi.org/10.3390/su152115630>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.
- Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). *Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention*. *Sustainability*, 12(18), 7461. <https://doi.org/10.3390/su12187461>
- Meilani Damanik, H., Steven, O., Sariha Silaban, F., & Radison Sipayung, P. (2023). *Peran Green Marketing Mix terhadap Green Consumer Behavior pada Produk Eco-label*. *Jurnal Ekonomi Efektif*, 7(1).
- Mulya, E. A. W., & Kusumawardhani, A. (2023). *The impact of green marketing on customer purchase intention: The mediating role of customer concerns and beliefs and green brand knowledge*. *Diponegoro International Journal of Business*, 6(2), 90–103. <https://doi.org/10.14710/dijb.6.2.2023.90-103>
- Najib, M. F., & Dewi, M. S. (2025). *Understanding the Role of Purchase Intention in Affecting Buying Behavior toward Green Product from the TPB Perspective*. *Jurnal Bisnis Dan Akuntansi*, 27(1), 75–96. <https://doi.org/10.34208/1tty7f22>
- NielsenIQ. (2023). *Growing importance placed on sustainability when choosing brands in Asia Pacific NIQ*. <https://nielseniq.com/global/en/insights/education/2023/growing-importance-placed-on-sustainability-when-choosing-brands-in-asia->

pacific/

- Olsen, W. K. (2022). *Systematic mixed-methods research for social scientists*. Springer.
- PwC Indonesia. (2023). *PwC Indonesia: Prinsip ESG Harus Masuk ke Dalam Tujuan IPO Perusahaan*. <https://www.pwc.com/id/en/media-centre/pwc-in-news/2023/indonesian/pwc-indonesia-prinsip-esg-harus-masuk-ke-dalam-tujuan-ipo-perusahaan.html>
- Roisyah Puspa Sari, & R. Yuniardi Rusdianto. (2024). *Strategi Bauran Pemasaran dalam Meningkatkan Volume Penjualan pada Intentions Coffee: Studi Kasus di Kota Pare*. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(11). <https://doi.org/10.47467/alkharaj.v6i11.4180>
- Saida Zainurossalamia. (2024). *Green Marketing: Variasi Model Empiris*. Edunitas Publisher.
- Samsudin, A., & Hotimah, R. A. D. N. H. (2024). *The Influence of Green Product, Green Marketing, and Green Brand Image Towards Green Purchase Intention on Sensatia Botanicals Products in Surabaya*. *Formosa Journal of Multidisciplinary Research*, 3(2), 241–260. <https://doi.org/10.55927/fjmr.v3i2.8238>
- Schiffman, L. G. ., & Wisenblit, J. (2020). *Consumer behavior*. Pearson.
- Setya Budi, A. D. A., Septiana, L., & Panji Mahendra, B. E. (2024). *Memahami Asumsi Klasik dalam Analisis Statistik: Sebuah Kajian Mendalam tentang Multikolinearitas, Heterokedastisitas, dan Autokorelasi dalam Penelitian*. *Jurnal Multidisiplin West Science*, 3(01), 01–11. <https://doi.org/10.58812/jmws.v3i01.878>
- Shih, I.-T., Silalahi, A. D. K., Baljir, K., & Jargalsaikhan, S. (2024). *Exploring the impact of perceived sustainability on customer satisfaction and the mediating role of perceived value*. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2431647>
- Shofwaana, R. A., & Yusuf, A. (2025). *Pengaruh Harga dan Trust Terhadap Loyalitas Pengguna Layanan Ojek Online (Studi Kasus Pada Pengguna Gojek Indonesia)*. *Innovative: Journal Of Social Science Research*, 5(4), 4272–4283. <https://doi.org/10.31004/innovative.v5i4.20470>
- Silalahi, S. A., Alfaridi, N., Putranto, A. A., & Murfid, R. F. (2023). *Impact of Service Quality and Brand Image on Grabelectric Usage Decision in Jakarta 2023*. <http://proceedings.itltrisakti.ac.id/index.php/altr>
- Solomon, M. R. ., & Russell, C. A. (2024). *Consumer behavior : buying, having and being*. Pearson.
- Sugiyono. (2021). *Metode Penelitian Pendidikan*. Alfabeta.
- Sutiyono, M., Rosmaniar, A., & Mulyana, P. A. (2023). *The Effects Of Product*

Quality Perception And Environmental Awareness On Interests In Buying Electric Motorcycles Among Online Ojek Drivers In Surabaya. 1, 1462– 1470. <https://journal.trunojoyo.ac.id/icembus>

Vannia, D., Muhammad Sadat, A., & Pratama Sari, D. A. (2023). ***Pengaruh Green marketing, Environmental concern, dan Attitude toward behavior terhadap Purchase intention: Studi Pada Laki-kaki Pengguna Skincare Lokal di DKI Jakarta. Jurnal Bisnis, Manajemen, Dan Keuangan***, 3(3), 852–863. <https://doi.org/10.21009/jbmk.0303.18>

Vilkaite-Vaitone, N., Skackauskiene, I., & Díaz-Meneses, G. (2022). ***Measuring Green Marketing: Scale Development and Validation. Energies***, 15(3), 718. <https://doi.org/10.3390/en15030718>

Yaputra, H., Risqiani, R., Lukito, N., & Prabowo Sukarno, K. (2023). ***Pengaruh Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Terhadap Green Purchasing Behavior (Studi Pada Kendaraan Listrik). Journal of Indonesia Marketing Association***, 2(1), 71–90. <https://journal-ima.org>

Yusiana, R., Widodo, A., & Hidayat, A. M. (2020). ***Green Marketing: Perspective of 4P's. Proceedings of the First ASEAN Business, Environment, and Technology Symposium (ABEATS 2019)***. <https://doi.org/10.2991/aebmr.k.200514.024>