

GREEN MARKETING, ENVIRONMENTAL AWARENESS, AND PURCHASE INTENTION OF ECO BAGS: A STUDY OF PRIVATE VOCATIONAL SCHOOL TEACHERS IN BEKASI REGENCY

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Abstract

This study aims to analyze the influence of Green Marketing and Environmental Awareness on consumers' intention to purchase environmentally friendly bags at minimarkets, both separately and simultaneously. This study uses a quantitative and associative approach. The study involved private vocational school teachers in Bekasi Regency, with 341 respondents selected at random. After data collection through questionnaires, instrument testing, classical assumptions, and hypothesis testing were conducted using multiple linear regression with SPSS version 26.0. The results indicate that the desire to purchase ECO BAGs is partially influenced by green advertising and environmental awareness. Additionally, both independent variables significantly influence the dependent variable. According to the coefficient of determination (R^2) value of 0.747, green advertising and environmental awareness can explain 74.7% of the interest in purchasing variable. Other variables outside the research model influence 25.3%. Therefore, companies should use Green Marketing strategies and increase environmental awareness in their communications to encourage customers to purchase environmentally friendly products such as ECO BAGs.

Keywords: Green Marketing, Environmental Awareness, Purchase Intention, ECO BAG

1. Introduction

Single-use plastic requires hundreds of years to decompose, making it one of the major sources of pollution. Bekasi Regency was the largest waste producer in 2022, generating 821,379 tons of waste, according to data from the National Waste Management Information System (SIPSN). Although the volume slightly declined in 2024, it remained relatively stable (Arfian, 2023). As a result of this phenomenon, regulations on paid plastic bags were introduced, along with campaigns encouraging the use of more environmentally friendly ECO BAGs. Nevertheless, ECO BAGs are still underutilized, even though they are practical in design and reusable.

Green marketing strategies have become increasingly important for businesses as public concern for environmental issues continues to grow. The approach adopted in this study emphasizes environmentally friendly products, pricing, promotion, and distribution (Jatmiko, 2024). Several studies have shown that green marketing can influence consumers' preferences for sustainable products (Patra, 2023). In addition, environmental awareness has been reported to encourage consumers to behave more responsibly when shopping, even making them more willing to pay a premium for desired environmental goals (Kristiana & Aqmal, 2023). However, previous research has also indicated that high levels of environmental awareness do not always translate into actual purchase intention (Genoveva & Aldi, 2025).

This phenomenon is further supported by the results of a preliminary survey conducted by the researcher involving 35 private vocational high school teachers in Bekasi Regency. Only 48.6% of respondents were willing to purchase ECO BAGS, although 57.1% were aware of green marketing and 77.1% stated that environmental awareness influenced their shopping decisions. These findings indicate a discrepancy between respondents' knowledge and their actual behavior. Most previous studies have primarily focused on the general population in different regions (Utomo & Dwiyanto, 2022; Mubarok, 2024; Resi Dimilna et al., 2023). Therefore, this study is important in addressing the gap in the literature related to private vocational high school teachers in Bekasi Regency. This research aims to examine the influence of green marketing and environmental awareness on purchase intention toward ECO BAGS, both partially and simultaneously.

Table 1. Results of the Preliminary Survey of Private Vocational High School Teachers in Bekasi Regency

Influencing Factors	Yes	No
Awareness of Green Marketing	57.1%	42.9%
Have heard about Green Marketing campaigns	71.4%	28.6%
Green Marketing campaign information influences purchase intention toward ECO BAGS	34.3%	65.7%
Environmental awareness influences shopping choices	77.1%	22.9%
Willingness to purchase ECO BAGS as a form of environmental awareness	48.6%	51.4%
Have used ECO BAGS as a form of support for environmental awareness	40.0%	50.0%
Awareness of the benefits of using ECO BAGS as a form of environmental awareness	22.9%	77.1%

The results of the preliminary survey indicate that private vocational high school teachers in Bekasi Regency have limited knowledge of green marketing and environmental awareness. Previous studies conducted in various regions, including Sukabumi, Bandung, Jambi, and Pati, have examined the influence of green marketing and environmental awareness on consumer behavior in purchasing environmentally friendly products. However, only a limited number of studies have specifically involved private vocational high school teachers in Bekasi Regency. In addition, prior research has generally examined each variable separately. Consequently, there is a lack of studies that simultaneously investigate the influence of green marketing and environmental awareness on purchase intention.

Considering these differences, this study aims to examine how the purchase intention of private vocational high school teachers in Bekasi Regency toward ECO BAGS is influenced by green marketing strategies and the level of environmental awareness. It is expected that the findings of this study will not only contribute theoretically to the sustainable marketing literature but also serve as a reference for minimarket retailers in designing effective promotional strategies to increase the consumption of environmentally friendly products.

2. Theoretical Background

According to Setiadi and Taufiq, purchase intention is formed through attitudes and brand evaluations (Fruidin, 2022). Claudino and Tarmidi define purchase intention as a consumer response that reflects the desire to purchase (Khomsin et al., 2022). Rinnanik et al. (2023) describe purchase intention as the intention to buy a specific brand. Kotler

and Keller emphasize that purchase intention represents actual purchasing behavior rather than merely a desire (Priansa, 2022). Furthermore, Guilton and Widodo state that purchase intention indicates both the tendency and the probability of making a purchase (Utomo & Dwiyanto, 2022). Overall, purchase intention can be understood as a gradual process that develops from attitudes and evaluations to an actual purchasing decision.

Purchase intention is influenced by various factors, including occupation, socioeconomic status, hobbies, gender, age, and social class (Nuraisyah & Nuzil, 2023). Four main indicators are commonly used to measure purchase intention. First, transactional intention, which reflects an individual's tendency to make a purchase. Second, referential intention, which indicates a consumer's tendency to recommend a product to others. Third, preferential intention, which signifies a primary preference for a particular product over alternative options. Fourth, exploratory intention, which reflects the consumer's motivation to seek additional information related to the product of interest (Subagiyo et al., 2023).

Green marketing is a marketing strategy that focuses on providing environmentally friendly products and services while emphasizing sustainability (Taali & Maduwinarti, 2024; Amrita et al., 2024). This approach also integrates corporate social responsibility and ethical considerations (Kurniawan & Iriani, 2023). According to Peattie, green marketing seeks to meet consumer needs profitably while simultaneously preserving environmental sustainability by ensuring that marketing activities do not harm ecosystems (Hendra et al., 2023). Thus, this strategy combines the fulfillment of consumer needs with a commitment to environmental protection, business ethics, and social contribution.

Green marketing fundamentally consists of four main components: green product, green price, green place, and green promotion. These four elements are closely interrelated and collectively form a marketing strategy focused on environmental sustainability (Peattie, as cited in Zulkifli, 2021). Various factors encourage businesses to adopt green marketing strategies, including market opportunities, regulatory demands, social responsibility, cost efficiency, and competitive pressure. To evaluate these aspects, several indicators are used, encompassing green product, green advertising, green brand, and green value. In addition, these aspects are reflected in consumer purchasing choices and supported by digital marketing strategies (Ismail et al., 2024).

Previous studies have demonstrated that green marketing has a positive and significant effect on purchase intention. This is evidenced by the findings of Resi Dimilna et al. (2023), which indicate that green marketing contributes 49.2% to product-related purchase intention, as well as by Fikriansyah (2024), who reported similar results in Bandung, and Gani et al. (2022), who found a 28.3% influence on environmentally friendly cosmetic products. Nevertheless, Kurniawan and Iriani (2023) argue that the effectiveness of green marketing is highly dependent on market conditions, industry characteristics, and location. Based on this perspective, more effective green marketing strategies are expected to increase the purchase intention of private vocational high school teachers in Bekasi Regency toward ECO BAGS.

Environmental awareness, according to Maya et al. (2021), is a multidimensional construct encompassing knowledge, attitudes, and behavior. Khasanah et al. (2025) emphasize the ability to understand, be attentive to, and take responsibility for environmental conditions, while Chaeruil et al. (2021) describe it as the integration of thoughts, attitudes, and actions in preserving environmental sustainability. Hayatuddin and Aprita (2021) highlight global awareness arising from environmental issues, and

Anhar et al. (2018) add the importance of rules and standards. Thus, environmental awareness can be concluded as the ability of individuals and communities to think, behave, and act responsibly for sustainable environmental preservation.

Various factors can influence the level of environmental awareness, including knowledge aspects, socioeconomic conditions, human values, and lifestyle patterns adopted by individuals or groups (Sugiarto et al., 2020). However, motivation to protect the environment, concern for ecological issues, conservation-oriented behavior toward natural resources, and active involvement in preservation activities such as waste management, tree planting, and environmental campaigns serve as key indicators of environmental awareness (Savada & Misdaligo, 2020).

Previous studies have shown that environmental awareness influences purchase intention (Frudin, 2022; Kristiana & Aqmal, 2023; Amanda et al., 2024). However, Mawardi (2023) found that environmental awareness does not influence purchase intention among millennials. Therefore, it is possible that higher levels of environmental awareness led to a stronger intention to purchase environmentally friendly products such as ECO BAGS.

3. Methods

This study employed a quantitative research design with an associative research approach aimed at examining the influence of green marketing and environmental awareness on purchase intention toward ECO BAGS. A quantitative approach was chosen to objectively and systematically test the relationships among variables based on empirical data. Data were collected through a structured questionnaire developed from theoretical frameworks and previous studies, with all indicators measured using a Likert scale.

The population of this study consisted of all private vocational high school teachers in Bekasi Regency, totaling 2,317 individuals according to DAPODIK data. The sample size was determined using the Slovin formula with a margin of error of 5 percent, resulting in 341 respondents. The sampling technique applied was non-probability sampling using the accidental sampling method, with the primary criterion that respondents were active private vocational high school teachers in Bekasi Regency.

Data analysis was conducted using SPSS version 26.0. The analysis process began with validity and reliability tests to ensure the accuracy and consistency of the research instruments. Subsequently, classical assumption tests were performed, including normality, linearity, multicollinearity, and heteroscedasticity tests. Hypothesis testing was carried out using multiple linear regression analysis, partial t-tests to examine the individual effects of independent variables, simultaneous F-tests to assess their combined effects, and coefficient of determination analysis to measure the contribution of independent variables to the dependent variable.

4. Results And Discussion

4.1 Respondent Description

The respondents in this study consisted of teachers who teach at private vocational high schools located in Bekasi Regency. This study involved 341 respondents, each of whom provided information regarding their name, age, gender, address, highest level of education, income, and contact number. Teachers were selected as the subjects of this research because they are considered to have a relatively high level of education and awareness of environmental issues. In addition, teachers play an important role as role

models in society, and their actions may influence public understanding and awareness of environmental matters. The data collected from the respondents were subsequently used to test the research hypotheses.

Overall, this study involved a total of 341 respondents, of whom 68% were female and 32% were male. The majority of respondents were in the 20–30 age group, accounting for 83% of the sample. Most respondents resided in the Tambun area, representing 54.1% of the total respondents. In terms of educational background, the majority of private vocational high school teachers in Bekasi Regency held a bachelor’s degree, comprising 82.1% of the respondents. Additionally, nearly half of the respondents, or 49.6%, reported a monthly income exceeding two million Indonesian rupiah.

4.2 Instrument Test Results

4.2.1 Validity Test

The results of the validity test indicate that the research instruments for Green Marketing (X1), Environmental Awareness (X2), and Purchase Intention (Y) meet the validity requirements. This is evidenced by the calculated correlation coefficients (r-count) being greater than the r-table value (0.361) and the significance values (Sig.) being less than 0.05.

4.2.2 Reliability Test

The reliability test results show that the Green Marketing variable has a Cronbach’s Alpha value of 0.832, Environmental Awareness has a value of 0.813, and Purchase Intention has a value of 0.847. Since all Cronbach’s Alpha values exceed the threshold of 0.60, all items in the questionnaire are considered reliable.

Table 2. Reliability Test

Variable	Number of Items	Cronbach’s Alpha	Remarks
Green Marketing (X1)	15	0.832	Reliable
Environmental Awareness (X2)	15	0.813	Reliable
Purchase Intention (Y)	15	0.847	Reliable

4.3 Classical Assumption Tests

4.3.1 Normality Test

Table 3. Normality Test

Test Method	Asymp. Sig. (p-value)	Significance Level (α)	Decision	Conclusion
Kolmogorov–Smirnov Test	0.066	0.05	Accept H_0	Data are normally distributed and meet the normality assumption for further analysis

The results of the Kolmogorov–Smirnov normality test indicate that the research data are normally distributed. This is evidenced by a significance value of 0.066, which exceeds the predetermined significance level of 0.05. Therefore, it can be concluded that the data meet the normality assumption and are suitable for further statistical analysis, particularly multiple linear regression analysis.

4.3.2 Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	0.524	0.691	-	0.758	0.449
	Green Marketing	0.006	0.015	0.042	0.370	0.712
	Environmental Awareness	-0.002	0.016	-0.016	-0.144	0.886

The results of the heteroscedasticity test indicate that the Green Marketing variable has a significance value of 0.712, while the Environmental Awareness variable has a significance value of 0.886. Both values are greater than the significance threshold of 0.05. Therefore, it can be concluded that the regression model used does not indicate the presence of heteroscedasticity.

4.3.3 Multicollinearity Test

Table 5. Multicollinearity Test

Model	Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	33.021	1.857	-	17.784	0.000	-	-
	Green Marketing	0.083	0.038	0.122	2.151	0.032	0.462	2.163
	Environmental Awareness	0.420	0.039	0.608	10.686	0.000	0.462	2.163

Since both independent variables, namely Green Marketing and Environmental Awareness, have Variance Inflation Factor (VIF) values of 2.163, which are below the threshold of 10, and tolerance values of 0.462, which exceed the minimum criterion of 0.10, it can be concluded that the regression model does not exhibit multicollinearity issues.

4.4 Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test

Model	Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33,021	1,857		17,784	,000
	Green Marketing	,083	,038	,122	2,151	,032
	Environmental Awareness	,420	,039	,608	10,686	,000

a. Dependent Variable: Purchase Intention

Based on Table 6, it can be concluded that the multiple linear regression equation obtained in this study is as follows:

$$Y = 33.021 + 0.083 X_1 + 0.420 X_2$$

Explanation: a) The constant value of purchase intention for ECO BAG (Y) of 33.021 indicates that if the Green Marketing (X1) and Environmental Awareness (X2) variables are assumed to be zero, the value of ECO BAG purchase intention (Y) will remain at 33.021, while other variables are considered constant. b) The Green Marketing variable (X1) has a regression coefficient of 0.083, which means that an increase of one point in

this variable will increase the ECO BAG purchase intention (Y) by 0.083. Conversely, if there is a decrease in the Green Marketing variable, the purchase intention value will decrease by 0.083, assuming other variables remain constant. c) The regression coefficient of the Environmental Awareness variable (X2) is 0.420, indicating that every one-point increase in this variable will increase the ECO BAG purchase intention (Y) by 0.420. Therefore, if there is a decrease in Environmental Awareness (X2), the value of the dependent variable will decrease by 0.420, assuming that other variables are held constant.

4.4.1 Partial Test

Still referring to Table 6, the analysis of the effects of Green Marketing (X1) and Environmental Awareness (X2) on Purchase Intention (Y) was conducted using significance testing and the t-statistic. For variable X2, the significance value is 0.000, which is below the 0.05 threshold, and the calculated t-value is 10.686, exceeding the critical t-value of 1.967. Meanwhile, variable X1 shows a significance value of 0.032, which is also below 0.05, with a calculated t-value of 2.151, exceeding the critical t-value of 1.967. Therefore, both Green Marketing and Environmental Awareness have a significant effect on consumers' purchase intention of ECO Bags.

4.4.2 Simultaneous Test

Table 7. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1470,057	2	735,028	164,954	,000 ^b
	Residual	1506,110	338	4,456		
	Total	2976,167	340			
a. Dependent Variable: Purcase Intention						
b. Predictors: (Constant), Environmental Awareness, Green Marketing						

The significance value representing the simultaneous effect of Green Marketing (X1) and Environmental Awareness (X2) on Purchase Intention (Y) indicates a significance level of 0.000, which is below the threshold of 0.05. In addition, the calculated F value of 164.954 is greater than the F table value of 3.02. Based on these results, it can be concluded that Green Marketing and Environmental Awareness simultaneously have a significant effect on consumers' purchase intention toward ECO Bags.

4.4.3 Coefficient of Determination

Table 14. Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703 ^a	,494	,491	2,111
a. Predictors: (Constant), Environmental Awareness, Green Marketing				

Based on the results shown in the table, the Adjusted R Square value of 0.491 indicates that the variables Green Marketing (X1) and Environmental Awareness (X2) are able to explain 49.4% of the variation in Purchase Intention (Y). Meanwhile, the remaining 50.6% of the variation in purchase intention is influenced by other factors that are not included in this study.

4.5 Discussion

Based on the research findings, the Green Marketing variable (X1) is proven to have a positive and significant effect on consumers' intention to purchase environmentally friendly bags (Y). In other words, the more effective the Green Marketing strategies implemented, the higher the likelihood that private vocational high school (SMK) teachers in Bekasi Regency will purchase ECO BAGS. This finding is consistent with previous studies on Green Marketing campaigns (Resi Dimilna et al., 2023 ; Fikriansyah, 2024; Gani et al., 2022)

Furthermore, Environmental Awareness (X2) also shows a positive and significant influence on the intention to purchase ECO BAGS (Y). This result indicates that a higher level of consumer concern for environmental issues is directly associated with a greater tendency to choose ECO BAGS as an alternative to plastic bags. These findings are in line with prior research by Kristiana and Aqmal (2023) as well as Amanda et al. (2024), which emphasize the importance of fostering interest in sustainable products.

Simultaneously, Green Marketing (X1) and Environmental Awareness (X2) have a significant effect on Purchase Intention (Y). This demonstrates that improvements in environmental awareness, combined with effective green marketing strategies, can encourage consumers to purchase environmentally friendly products. These results support the findings of Fahrizal (2024), who highlights that both factors complement each other and play a crucial role in shaping sustainable purchasing behavior. In essence, consistent Green Marketing campaigns and a high level of environmental awareness can serve as effective approaches to encouraging private SMK teachers in Bekasi Regency to purchase ECO BAGS.

5. Conclusion

The Green Marketing variable (X1) is proven to have a positive and significant effect on the intention to purchase environmentally friendly bags (Y). This finding is based on the calculated t-value of 2.151, which is greater than the t-table value of 1.967. In addition, the significance value of 0.032 is lower than the tolerance threshold of 0.05, thereby supporting the conclusion that the effect is statistically significant. These results indicate that the purchase intention of private vocational high school (SMK) teachers in Bekasi Regency increases as more effective green marketing strategies are implemented. Therefore, the first hypothesis, stating that Green Marketing has an effect on the intention to purchase ECO BAGS, is accepted.

Environmental Awareness (X2) also shows a positive and statistically significant effect on consumers' intention to purchase ECO BAGS (Y). This is evidenced by a calculated t-value of 10.686, which is higher than the t-table value of 1.967. Furthermore, the obtained significance value of 0.000 is below the significance level of 0.05, thus confirming the statistical significance of the effect. Consequently, the second hypothesis, which states that environmental awareness influences the intention to purchase ECO BAGS, is accepted. This result indicates that the higher the level of environmental awareness among consumers, the greater their likelihood of purchasing ECO BAGS.

Green Marketing (X1) and Environmental Awareness (X2) simultaneously have a positive and significant effect on consumers' intention to purchase ECO BAGS (Y). This conclusion is drawn from the F-test results, which show that the calculated F-value of 164.954 is greater than the F-table value of 3.02. In addition, the significance value of 0.00 is lower than the significance level of 0.05, indicating that the effect is statistically

significant. These findings demonstrate that both independent variables jointly contribute to increasing consumers' purchase intention toward ECO BAGS. Therefore, the third hypothesis is accepted, indicating that Green Marketing and Environmental Awareness together influence consumers' intention to purchase ECO BAGS

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