

DAFTAR PUSTAKA

- Activewear, H. (2020). *Can Trees Save the Planet*. Retrieved November 30, 2020, from <https://www.hallah.co.id/vibe/can-trees-save-the-planet/>
- Activewear, H. (2020). *Our Story*. Retrieved November 30, 2020, from <https://www.hallah.co.id/vibe/our-story/>
- Activewear, H. (2020). *Why Care About Earth*. Retrieved November 30, 2020, from <https://www.hallah.co.id/vibe/why-care-about-earth/>
- Agastya, A. (2020). Tujuan Awal dan Pandangan Hallah Activewear Mengenai Kondisi Market Sustainable Fashion Indonesia. Hasil Wawancara Pribadi: 30 November 2020.
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. *Action Control*, 11–39. doi:10.1007/978-3-642-69746-3_2
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-t
- Ajzen, I. (1998). *Models of human social behavior and their application to health psychology*. *Psychology & Health*, 13(4), 735–739. doi:10.1080/08870449808407426
- Alibeli, M.A & Johnson, C (2009). *Environmental concern: A cross national analysis*. *J. Int. Cross-Cult. Stud.*, 3, 1–10.
- Beatty, S.E. and Ferrell, M.E. (1998), “*Impulse buying: modeling its precursor*”, *Journal of Retailing*, Vol. 74 No. 2, pp. 169-191.
- Bie, J. (2012). Banyan Tree Bintan Tanam Mangrove di Tanjungpinang. Retrieved December 17, 2020, from <https://kepri.antaranews.com/berita/19350/banyan-tree-bintan-tanam-mangrove-di-tanjungpinang>

Bong Ko, S., & Jin, B. (2017). *Predictors of purchase intention toward green apparel products*. *Journal of Fashion Marketing and Management: An International Journal*, 21(1), 70–87. doi: 10.1108/JFMM-07-2014-0057

Chang, H. J., & Watchravesringkan, K. (2018). *Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption*. *International Journal of Retail & Distribution Management*, 46(2), 148–162. doi:10.1108/ijrdm-10-2016-0176

Chopra, M. (2018). *Indonesia Sportswear Market Outlook to 2023 - By Category (Running, Badminton, Football, Futsal, Basketball and Others), By End Users (Men, Women, Children & Teens); By Distribution Channel (Stores based Retailing & Internet Retailing); By Sports Inspired and Performance Driven Apparel and Footwear*. Retrieved September 24, 2020, from <https://www.kenresearch.com/consumer-products-and-retail/textile-apparel-and-footwear/indonesia-sportswear-market-outlook/250969-95.html>

Dobele et al. (2007), “*Why pass on viral messages? Because they connect emotionally*”, *Business Horizons*, Vol. 50, No. 4, pp. 291-304. ISSN 0007-6813

Firdhaussi (2018). Memahami *Fast Fashion* dan *Sustainable Fashion*. Retrieved September 23, 2020, from <https://medium.com/@setali/memahami-fast-fashion-dan-sustainable-fashion-c467de1d5a2a>

Fryxell, G.E. and Lo, C.W.H. (2003), “*The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: an empirical examination of managers in China*”, *Journal of Business Ethics*, Vol. 46 No. 1, pp. 45-69.

Hair et al. (2014). *Multivariate Data Analysis (7th ed.)*. Edinburgh Gate, Harlow, United Kingdom: Pearson Education Limited.

Hariyanti, D. (2018). Bekraf Sasar Pertumbuhan PDB Ekonomi Kreatif 6,25% Tahun Ini. Retrieved September 06, 2020, from

<https://katadata.co.id/diniharyanti/berita/5e9a55bc44841/bekraf-sasar-pertumbuhan-pdb-ekonomi-kreatif-625-tahun-ini>

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy*. Boston: McGraw-Hill Irwin.

Jaiswal, D., & Kant, R. (2018). *Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers*. *Journal of Retailing and Consumer Services*, 41, 60–69. doi:10.1016/j.jretconser.2017.11.008

Jenis (2019). 5 Jenis Bahan Pakaian Ramah Lingkungan. Retrieved October 06, 2020, from <https://www.tinkerlust.com/jurnal/sustainable-fabrics.html>

Jiang, L. (Alice), Yang, Z., & Jun, M. (2013). *Measuring consumer perceptions of online shopping convenience*. *Journal of Service Management*, 24(2), 191–214.

Kaiser, F. G. (2006). *A moral extension of the theory of planned behavior: Norms and anticipated feelings of regret in conservationism*. *Personality and Individual Differences*, 41(1), 71–81. doi:10.1016/j.paid.2005.11.028

Kassem, N. O., & Lee, J. W. (2004). *Understanding Soft Drink Consumption Among Male Adolescents Using the Theory of Planned Behavior*. *Journal of Behavioral Medicine*, 27(3), 273-296. doi:10.1023/b:jobm.0000028499.29501.8f

Kautish, P., Paul, J., & Sharma, R. (2019). *The moderating influence of environmental consciousness and recycling intentions on green purchase behavior*. *Journal of Cleaner Production*, 228, 1425-1436. doi:10.1016/j.jclepro.2019.04.389

Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). *Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study*. *Journal of Retailing and Consumer Services*, 34, 1–9. doi:10.1016/j.jretconser.2016.09.004

Lee, S. (2011). *Consumers' Value, Environmental Consciousness, and Willingness to Pay more toward Green-Apparel Products*. *Journal of Global Fashion Marketing*, 2(3), 161–169. doi:10.1080/20932685.2011.10593094

Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical techniques in business & economics*. New York: McGraw-Hill/Irwin.

Kurniawan, A. (2020). *Sustainable Fashion* yang Ramah Lingkungan Jadi Perhatian Kaum Milenial. Retrieved October 06, 2020, from <https://klikhijau.com/read/sustainable-fashion-yang-ramah-lingkungan-jadi-perhatian-kaum-milenial/>

Maichum et al. (2016). *Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers*. *Sustainability*, 8(10), 1077.

Malhotra dan Birks (2006). *Marketing research: An applied approach* (Second ed.). Edinburgh Gate, United Kingdom: Pearson Educación.

Medcom (2020). Kesadaran Masyarakat Pakai Produk Ramah Lingkungan Meningkat. Retrieved October 06, 2020, from <https://www.medcom.id/ekonomi/sustainability/3NOGQ9mN-kesadaran-masyarakat-pakai-produk-ramah-lingkungan-meningkat>

Mecadinisa, N. (2019). Mengenal Istilah *Fast Fashion* dan *Sustainable Fashion*. Retrieved October 06, 2020, from <https://www.fimela.com/fashion-style/read/3987700/mengenal-istilah-fast-fashion-dan-sustainable-fashion>

Muttaqin (2018). Perubahan Gaya Hidup dengan Hadirnya Belanja Daring (*Online shop*). Retrieved March 15, 2020, from <https://www.kompasiana.com/muttaqin98/5bf612c412ae9465b55d5094/perubahan-gaya-hidup-dengan-hadirnya-belanja-online-onlie-shop?page=2>

Nam, C., Dong, H., & Lee, Y.-A. (2017). *Factors influencing consumers' purchase intention of green sportswear*. *Fashion and Textiles*, 4(1). doi: 10.1186/s40691-017-0091-3

Ningtyas, S. (2020). Apa itu Viral Marketing? Manfaat & Contohnya untuk Bisnis Online. Retrieved December 18, 2020, from <https://www.niagahoster.co.id/blog/viral-marketing-adalah/>

Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). *The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective*. *Journal of Marketing Theory and Practice*, 27(1), 103-121. doi:10.1080/10696679.2018.1534070

Paul, J., Modi, A., & Patel, J. (2016). *Predicting green product consumption using theory of planned behavior and reasoned action*. *Journal of Retailing and Consumer Services*, 29, 123–134.

Park, H. J., & Lin, L. M. (2020). *Exploring attitude-behavior gap in sustainable consumption: Comparison of recycled and upcycled fashion products*. *Journal of Business Research*, 117, 623-628. doi:10.1016/j.jbusres.2018.08.025

Reily, M. (2019). Fesyen Hasilkan 20% Limbah Produksi, IFW 2019 Promosikan Keberlanjutan. Retrieved September 23, 2020, from <https://katadata.co.id/happyfajrian/berita/5e9a55131e326/fesyen-hasilkan-20-limbah-produksi-ifw-2019-promosikan-keberlanjutan>

Revitasari, F., & Wima, P. (2019). 8 Cara Mempraktikkan Sustainable Fashion, Minim Sampah & Hemat. Retrieved October 06, 2020, from <https://www.idntimes.com/life/women/vita/cara-mempraktikkan-sustainable-fashion/8>

Schiffman, L.G., Kanuk, L.L., (2010). *Consumer Behavior*. 11th ed. Pearson Prentice Hall, New Jersey.

Saricam, C., & Okur, N. (2018). *Analysing the Consumer Behavior Regarding Sustainable Fashion Using Theory of Planned Behavior*. *Textile Science and Clothing Technology Consumer Behaviour and Sustainable Fashion Consumption*, 1-37. doi:10.1007/978-981-13-1265-6_1

Sekaran, U., & Bougie, R. J. (2016). *Research Methods for Business: A Skill Building Approach Seventh Edition*. Chichester, United Kingdom: John Wiley & Sons

Setiawan, S. R. (2020). Ada Pandemi, Permintaan Produk Garmen Ramah Lingkungan Meningkat Halaman all. *Retrieved September 26, 2020, from https://money.kompas.com/read/2020/09/24/193426926/ada-pandemi-permintaan-produk-garmen-ramah-lingkungan-meningkat?page=all*

Swoboda et al. (2013). *The importance of retail brand equity and store accessibility for store loyalty in local competition. Journal of Retailing and Consumer Services, 20(3), 251-262.* doi:10.1016/j.jretconser.2013.01.011

Wahyuningsih, R. (2018). 5 Alasan Kenapa Banyak Orang Beralih ke Belanja Online. *Retrieved March 15, 2020, from https://www.cermati.com/artikel/5-alasan-kenapa-banyak-orang-beralih-ke-belanja-online*

Wang et al. (2014). *Factors influencing sustainable consumption behaviors: a survey of the rural residents in China. Journal of Cleaner Production, 63, 152–165.*

Yunhi, K. & Heesup, H. (2010). *Intention to pay conventional-hotel prices at a green hotel – a modification of the theory of planned behavior. Journal of Sustainable Tourism, 18:8, 997-1014, DOI: 10.1080/09669582.2010.490300*

Zikmund et al. (2010). *Business research methods (Eighth Edition ed.).* Mason, OH, United States: South-Western Cengage Learning.

Zhang et al. (2019). *Extending the Theory of Planned Behavior to Explain the Effects of Cognitive Factors across Different Kinds of Green Products. Sustainability, 11(15), 4222.* doi:10.3390/su11154222

LAMPIRAN

ENVIRONMENTAL KNOWLEDGE

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.763
Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.
	68.223 15 .000

Anti-image Matrices

	EK1	EK2	EK3	EK4	EK5	EK6
Anti-image Covariance	EK1	.788	.020	-.096	.000	-.122
	EK2	.020	.567	-.101	.054	-.133
	EK3	-.096	-.101	.751	-.042	-.158
	EK4	.000	.054	-.042	.536	-.219
	EK5	-.122	-.133	-.158	-.219	.493
	EK6	-.121	-.253	.045	-.197	.012
Anti-image Correlation	EK1	.855 ^a	.030	-.124	.000	-.195
	EK2	.030	.741 ^a	-.154	.097	-.252
	EK3	-.124	-.154	.833 ^a	-.067	-.260
	EK4	.000	.097	-.067	.747 ^a	-.426
	EK5	-.195	-.252	-.260	-.426	.769 ^a
	EK6	-.191	-.475	.074	-.380	.024

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
EK1	.586
EK2	.730
EK3	.600
EK4	.758
EK5	.810
EK6	.765

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Reliability Statistics

Cronbach's Alpha	N of Items
.806	6