

DAFTAR PUSTAKA

- Abdillah, L. A. (2022). *Peranan Media Sosial Modern* (A. Murty & S. Antika, Eds.; Vol. 1). Bening Media Publishing.
- Amruddin, Priyanda, R., Siwi Agustina, T., Sri Ariantini, N., Ayu Lia Rusmayani, N. G., Astarani Aslindar, D., Puspita Ningsih, K., Wulandari, S., Putranto, P., Yuniati, I., Untari, I., Mujiani, S., & Wicaksono, D. (2022). *Metodologi Penelitian Kuantitatif* (Vol. 1).
- Astuti, N. P., & Rahmawati, H. R. (2023). *The impact of ewom and perceived quality on purchase intention and purchase decision*. 25(1), 22–34.
- Damayanti, E., & Nuvriasari, A. (2021). Pengaruh Green Packaging, Green Advertising, Green Perceived Value, dan Brand Image terhadap Keputusan Pembelian Konsumen The Body Shop. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(2), 385–404.
- Dewi, S. K., & Sudaryanto, A. (2020). *Validitas dan Reliabilitas Kuisioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (A. Tejokusumo, Ed.; 9th ed.). Badan Penerbit - Undip.
- Giovanni, A., & Nadapdap, H. J. (2021). Mixed Strategy Dalam Persaingan Bisnis Industri Pengolahan Kopi Bubuk Di Kota Salatiga (Studi Kasus di Kopi Babah Kacamata Salatiga). *Jurnal Pendidikan Ekonomi Undiksha*, 13(1), 210–223. <http://dx.doi.org/10.23887/jjpe.v13i1.28179>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Halidi, R. (2021, August 20). Pencinta Kopi Jadi Penyumbang Masalah Sampah Plastik di Indonesia. *Suara.Com*. <https://www.suara.com/lifestyle/2021/08/20/180516/pencinta-kopi-jadi-penyumbang-masalah-sampah-plastik-di-indonesia>
- Hayes, A. F. (2013). *Introduction to Mediation, Moderation, and Conditional Process Analysis : A Regression-Based Approach*.
- Hendra, H., Yanti, R., Nuvriasari, A., Harto, B., Ari Puspitasari, K., Setiawan, Z., Susanto, D., Desi Harsoyo, T., & Syarif, R. (2023). *Green Marketing for Business* (E. Efitra & S. Sepriano, Eds.). PT. Sonpedia Publishing Indonesia.
- Irawati, D., Fatah Natsir, N., & Haryanti, E. (2021). Positivisme, Pospositivisme, Teori Kritis, dan Konstruktivisme dalam Perspektif “Epistemologi Islam.” *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 4, 870–880.

- Jatmiko, B. P. (2023, February 25). Peluang Bisnis Ramah Lingkungan yang Menjanjikan, Ini Alasannya. *Kompas.Com*. <https://umkm.kompas.com/read/2023/02/25/101900183/peluang-bisnis-ramah-lingkungan-yang-menjanjikan-ini-alasannya?page=all>
- Karimuddin, A., Jannah Ummul Aiman, M., Hasda Zahara Fadilla, S., Taqwin, T., Ketut Ngurah Ardiawan, M., & Eka Sari, M. (2022). *Metodologi Penelitian Kuantitatif* (N. Saputra, Ed.). Yayasan Penerbit Muhammad Zaini.
- Kriyantono, R. (2020). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*. Kencana.
- Machali, I. (2021). *Metode Penelitian Kuantitatif (Panduan Praktis Merencanakan, Melaksanakan dan Analisis dalam Penelitian Kuantitatif)* (A. Qurani Habib, Ed.; Vol. 3). Fakultas Ilmu Tarbiyah dan Keguruan.
- Magnier, L., Schoormans, J., & Mugge, R. (2016). Judging a product by its cover: Packaging sustainability and perceptions of quality in food products. *Food Quality and Preference*, 53, 132–142. <https://doi.org/10.1016/j.foodqual.2016.06.006>
- Makarim, F. R. (2020, December 17). *Inilah Keunggulan Plastik Ramah Lingkungan daripada Plastik Biasa*. Halo Doc.
- Malhotra, N. K. (2020). *Marketing Research An Applied Orientation (Seventh Edition)* (L. Gonzalez, Ed.; 7th ed.). Pearson Education Limited.
- Manongko, A. A. Ch. (2018). Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behavior). In M. O. Mandagi (Ed.), *Green Marketing* (Vol. 1). Yayasan Makaria Waya.
- Mardiyah, S., Anggraeni, S. V., & Muzdalifah, L. (2022). The Role of Green Products and Green Packaging in Purchase Decisions. *Greenomika*, 4(2), 116–127. <https://doi.org/https://doi.org/10.55732/unu.gnk.2022>
- Nuryadi, N., Dewi Astuti, T., Sri Utami, E., & Budiantara, M. (2017). *Dasar-Dasar Statistik Penelitian* (Vol. 1). Sibuku Media. www.sibuku.com
- Pan, C., Lei, Y., Wu, J., & Wang, Y. (2021). The Influence of Green Packaging on Consumers' Green Purchase Intention in The Context of Online-to-Offline Commerce. *Journal of Systems and Information Technology*, 23(2), 133–153. <https://doi.org/10.1108/JSIT-11-2019-0242>
- Pangaribuan, N. D., & Sugihartanto, M. F. (2023). Penilaian Manajemen Rantai Pasok Sustainable Packaging : Studi Literatur. *Jurnal Sains Dan Seni ITS*, 12(2).
- Paramita, R. W. D., Rizal, N., & Bahtiar Sulistyan, R. (2021). *Metode Penelitian Kuantitatif* (3rd ed.). Widya Gama Press.

- Putri Amalia, A., Prawata Hadi, S., & Prabawani, B. (2023). Studi Pada Konsumen di Kota Semarang. *Jurnal Ilmu Administrasi Bisnis*, 12(3), 1019–1028. <https://doi.org/https://doi.org/10.14710/jiab.2023.39862>
- Rossa, V. (2022, November 14). Konsumsi Kopi Orang Indonesia Terbesar Kelima di Dunia, Bisnis Coffee Shop Layak Dipertimbangkan di Tahun 2023. *Suara.Com*. <https://www.suara.com/bisnis/2022/11/14/102448/konsumsi-kopi-orang-indonesia-terbesar-kelima-di-dunia-bisnis-coffee-shop-layak-dipertimbangkan-di-tahun-2023>
- Safitri, A. M. (2019, June 20). *Masyarakat Indonesia Doyan “Ngopi”, Tapi Apakah Jumlahnya Sudah Aman?* Honest Docs Indonesia. <https://www.honestdocs.id/batas-minum-kopi-sehari-indonesia>
- Slusarczyk, B., & Kot, S. (2018). Solution for sustainable development: Provisions limiting the consumption of disposable plastic carrier bags in Poland. *Journal of Security and Sustainability Issues*, 7(3), 449–458. [https://doi.org/10.9770/jssi.2018.7.3\(7\)](https://doi.org/10.9770/jssi.2018.7.3(7))
- Susilo, D. (2023). *Komunikasi Pemasaran Digital*. PT Literasi Nusantara Abadi Grup.
- Tellis, G., Macinnis, D. J., Tirunillai, S., & Zhang, Y. (2019). “*What Drives Sharing of Online Digital Content? The Case of YouTube Video Ads on Social Media*” *What Drives Virality (Sharing, Spread) of Online Digital Content? The Case of YouTube Video Ads on Social Media*.
- Trinanda, R., & Saputri, M. E. (2021). *The Effect of Green Marketing and Packaging on Brand Image and Customer Loyalty to Starbucks Consumers in Bandung*.
- Tysara, L. (2024, January 22). *Ketahui Gen Z Years Born dan 6 Generasi Lain, Ini Usianya di 2024*. Liputan 6.
- Zusrony, E. (2021). *Perilaku Konsumen di Era Modern* (R. Andika Kusumawijaya, Ed.). Yayasan Prima Agus Teknik.

UNIVERSITAS
MULTIMEDIA
NUSANTARA