

DAFTAR PUSTAKA

- Amankona, D., Yi, K., & Kampamba, C. (2024). Understanding digital social responsibility's impact on purchase intention: insights from consumer engagement, brand loyalty and Generation Y consumers. *Management Matters*. <https://doi.org/10.1108/manm-03-2024-0015>
- Aravindan, K. L., Ramayah, T., Thavanethen, M., Raman, M., Ilhavenil, N., Annamalah, S., & Choong, Y. V. (2023). Modeling Positive Electronic Word of Mouth and Purchase Intention Using Theory of Consumption Value. *Sustainability (Switzerland)*, 15(4), 1–19. <https://doi.org/10.3390/su15043009>
- Commer, P. J., Sci, S., Ng, S., & Basha, N. K. (2024). *Consumption Values , Attitudes and Continuance Intention to Adopt ChatGPT-driven E-Commerce AI Chatbot (LazzieChat)*. 18(2), 249–284.
- Dong, Z., & Huang, M. (2025). *Green Environment via Theory of Consumption Values : Impact of Attitude Towards Environment and Green Product Quality on Green Purchase Intention*. 34(1), 617–629. <https://doi.org/10.15244/pjoes/186584>
- Fu, J. (2023). *A Study of Non-Resident Gen Y Chinese ' s Purchase Intention of Real Estate in Panzhihua , China*. 15(1), 51–60.
- Hartanto, P., Putra, U. N., Indonesia, U. P., Hurriyati, R., Indonesia, U. P., Dirgantari, P. D., & Indonesia, U. P. (2023). *Pengaruh Green Perceived Value (GPV) dan Green Brand Knowledge terhadap Purchase Intention to Buying Green Product Melalui Attitude Toward Purchasing Green Products*. 14(1), 15–33. <https://doi.org/10.29244/jmo.v14i1.44626>
- Hina, M., Islam, N., & Dhir, A. (2024). Blockchain for sustainable consumption: an affordance and consumer value-based view. *Internet Research*, 34(7), 215–250. <https://doi.org/10.1108/INTR-07-2023-0523>
- Jung, H. J., Choi, Y. J., & Oh, K. W. (2020). Influencing factors of chinese consumers' purchase intention to sustainable apparel products: Exploring consumer "attitude-behavioral intention" gap. *Sustainability (Switzerland)*, 12(5), 1–14. <https://doi.org/10.3390/su12051770>
- Karli, D. (2022). *Pengaruh_green_perceived_value_dan_consumer_attitu.pdf*.
- Khalid, N. R., Wel, C. A. C., & Mokhtaruddin, S. A. (2021). Product positioning as a moderator for halal cosmetic purchase intention. *Iranian Journal of Management Studies*, 14(1), 39–60. <https://doi.org/10.22059/IJMS.2020.279978.673617>
- Laheri, V. K., Lim, W. M., Arya, P. K., & Kumar, S. (2024). A multidimensional lens of environmental consciousness: towards an environmentally conscious theory of planned behavior. *Journal of Consumer Marketing*, 41(3), 281–297. <https://doi.org/10.1108/JCM-03-2023-5875>

- Li, D., Cheng, G., & Wang, C. (2022). The influence of moral identity on green consumption. *Frontiers in Psychology*, 13(15), 614–628. <https://doi.org/10.3389/fpsyg.2022.1020333>
- Maziriri, E. T., Nyagadza, B., Chuchu, T., & Mazuruse, G. (2023). Antecedents of attitudes towards the use of environmentally friendly household appliance products in Zimbabwe: an extension of the theory of planned behaviour. *PSU Research Review*, 8(3), 749–773. <https://doi.org/10.1108/PRR-03-2022-0033>
- Núñez-Fernández, M., Pérez-Villarreal, H. H., & Mayett-Moreno, Y. (2021). Comparing models with positive anticipated emotions, food values, attitudes and subjective norms as influential factors in fast-food purchase intention during the COVID-19 pandemic in two channels: Restaurants and mobile apps. *Sustainability (Switzerland)*, 13(22). <https://doi.org/10.3390/su132212857>
- Nurkomariyah, S., & Sutjiatmo, B. P. (2023). Measuring The Competitiveness of Footwear in The Global Market: A Comparison Study of Indonesia and Cambodia. *Journal of Scientific Research, Education, and Technology (JSRET)*, 2(2), 589–604. <https://doi.org/10.58526/jsret.v2i2.127>
- Peng, Norman; Chen, Annle ; Hung, K. (2020). Dining at luxury restaurants when travelling abroad : Incorporating destination attitude into a luxury consumption value model. *Journal of Travel of Tourism Marketing*, 37. <https://doi.org/10.1080/10548408.2019.1568352>
- Rungruangjit, W., & Charoenpornpanichkul, K. (2024). What motivates consumers' continued usage intentions of food delivery applications in post-COVID-19 outbreak? Comparing Generations X, Y and Z. *Journal of Asia Business Studies*, 18(1), 224–251. <https://doi.org/10.1108/JABS-06-2023-0234>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy : A Theory of Consumption Values*. 170, 159–170.
- Souza, C. D., Taghian, M., Lamb, P., & Peretiatko, R. (2007). *Green decisions : Demographics and consumer understanding of environmental labels Green decisions : demographics and consumer understanding*. July. <https://doi.org/10.1111/j.1470-6431.2006.00567.x>
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320–332. <https://doi.org/10.1108/BFJ-01-2018-0027>
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability (Switzerland)*, 11(4). <https://doi.org/10.3390/su11041034>