

DAFTAR PUSTAKA

- Ajzen, I. (2020). The theory of planned behavior : Frequently asked questions. *Human Behavior and Emerging Technologies*, 1–11. <https://doi.org/10.1002/hbe2.195>
- Akroush, M. N., Zuriekat, M. I., Jabali, H. I. Al, & Asfour, N. A. (2019). Determinants of purchasing intentions of energy-e efficient products: The roles of energy awareness and perceived benefits. *International Journal of Energy Sector Management*, 13(1), 128–148. <https://doi.org/10.1108/IJESM-05-2018-0009>
- Andita, F. D. A., & Hermawan, D. (2023). The role of product knowledge on purchase intention: Case study of agricultural biological products. *International Journal on Social Science, Economics and Art*, 12(4), 207–220. <https://doi.org/10.35335/ijosea.v12i4.173>
- Arshad, M., Abid, G., Ahmad, J., Anum, L., & Khan, M. M. (2021). Impact of employee job attitudes on ecological green behavior in hospitality sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 31.
- Ayub, M. T. T. J., & Kusumadewi, N. M. W. (2021). The Effects of Price Perception, Product Knowledge, Company Image, and Perceived Value on Purchase Intentions for Automotive Products. *European Journal of Business and Management Research*, 6(5), 47–50. <https://doi.org/10.24018/ejbmr.2021.6.5.955>
- Balasundaram, N., Dhivya, K., Divya, G., Joshi, A., Hamza, L. H. J., Reddy, P. C. S., Chabra, R., & Kapoor, M. (2024). Development of domestic waste management recycling to finished goods. *E3S Web of Conferences*, 563. <https://doi.org/10.1051/e3sconf/202456303050>
- Bawono, A., Isanawikrama, I., Arif, K., & Kurniawan, Y. J. (2018). Pengaruh Perilaku Konsumen, Brand Image Dan Promosi Terhadap Keputusan Pembelian Online Pada Situs Belanja Online (Studi Kasus pada Situs Belanja Online XYZ). *Jurnal Pengabdian Dan Kewirausahaan*, 2(2), 131–144.

<https://doi.org/10.30813/jpk.v2i2.1366>

- BPS Sumatera Barat. (2024). *Kabupaten/kota di Sumatera Barat yang menghasilkan timbulan sampah terbanyak hingga paling sedikit*. BPS Sumatera Barat. <https://share.google/images/uRALWmPH40W54cLXi>
- BPS. (2020). *Hasil Sensus Penduduk (SP2020) pada September 2020 mencatat jumlah penduduk sebesar 270,20 juta jiwa*. Bps.Go.Id. <https://www.bps.go.id/id/pressrelease/2021/01/21/1854/hasil-sensus-penduduk--sp2020--pada-september-2020-mencatat-jumlah-penduduk-sebesar-270-20-juta-jiwa-.html>
- BPS. (2025). *Penduduk, Laju Pertumbuhan Penduduk, Distribusi Persentase Penduduk, Kepadatan Penduduk, Rasio Jenis Kelamin Penduduk Menurut Provinsi, 2025*. Bps.Go.Id. <https://www.bps.go.id/id/statistics-table/3/V1ZSbFRUY3lTbFpEYTNsVWNGcDZjek53YkhsNFFUMDkjMw==/penduduk--laju-pertumbuhan-penduduk--distribusi-persentase-penduduk--kepadatan-penduduk--rasio-jenis-kelamin-penduduk-menurut-provinsi--2024.html?year=2025>
- Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research. *Journal of Retailing and Consumer Services*, 55, 1–11. <https://doi.org/10.1016/j.jretconser.2020.102112>
- Calvo-Porrall, C., & Lévy-Mangin, J. P. (2020). The circular economy business model: Examining consumers' acceptance of recycled goods. *Administrative Sciences*, 10(2), 1–13. <https://doi.org/10.3390/admsci10020028>
- Databoks. (2023a). *10 Negara Penghasil Sampah Terbesar di Dunia, Ada Indonesia*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/pasar/statistik/7170ed19b57223c/10-negara-penghasil-sampah-terbesar-di-dunia-ada-indonesia>
- Databoks. (2023b). *10 Provinsi Penghasil Sampah Terbanyak 2022, Jawa Tengah Teratas*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/pencemaran/statistik/4e1097912a65fb2/10->

- provinsi-penghasil-sampah-terbanyak-2022-jawa-tengah-teratas
- Databoks. (2024). *Proyeksi Timbulan Sampah dan Sampah Plastik di Indonesia (2017-2025)*. Databoks.Katadata.Co.Id.
<https://databoks.katadata.co.id/lingkungan/statistik/fb170ca1688b4f1/timbulan-sampah-plastik-indonesia-terus-meningkat-hampir-sedekade>
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114.
- Forti, V., Balde, C. P., Kuehr, R., & Bel, G. (2020). *The Global E-Waste Monitor 2020: Quantities, flows, and the circular economy potential*. United Nations University (UNU), International Telecommunication Union (ITU) & International Solid Waste Association (ISWA). https://www.itu.int/en/ITU-D/Environment/Documents/Toolbox/GEM_2020_def.pdf?utm_source=chatgpt.com
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 (Edisi 10)*. Badan Penerbit Universitas Diponegoro.
- Gong, Z., Han, Z., Li, X., Yu, C., & Reinhardt, J. D. (2019). Factors Influencing the Adoption of Online Health Consultation Services: The Role of Subjective Norm, Trust, Perceived Benefit, and Offline Habit. *Frontiers in Public Health*, 7, 1–9. <https://doi.org/10.3389/fpubh.2019.00286>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In Springer. <https://doi.org/10.1080/10705511.2022.2108813>
- Imbayani, I. G. A., & Gama, A. W. S. (2018). The Influence of Electronic Word of Mouth (E-Wom), Brand Image. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 5(2), 145–153. <https://ejournal.warmadewa.ac.id/index.php/jagaditha>
- Jin, X., Omar, A., & Fu, K. (2024). Factors Influencing Purchase Intention toward Recycled Apparel: Evidence from China. *Sustainability*, 16(9). <https://doi.org/10.3390/su16093633>
- Kautsar, M., & Pasaribu, L. (2024). The influence of price , product quality ,

- product review on purchase intention framelessplate. *Enrichment: Journal of Management*, 14(5), 956–964.
- Kementerian Lingkungan Hidup. (2025). *KLH-BPLH Tegaskan Arah Baru Menuju Indonesia Bebas Sampah 2029 dalam Rakornas Pengelolaan Sampah 2025*. Kemenlh.Go.Id. <https://www.kemenlh.go.id/news/detail/klh-bplh-tegaskan-arrah-baru-menuju-indonesia-bebas-sampah-2029-dalam-rakornas-pengelolaan-sampah-2025>
- Khoirunnisa, D., & Albari. (2023). The effect of brand image and product knowledge on purchase intentions with e-WOM as a mediator variable. *International Journal of Research in Business & Social Science*, 12(1), 80–89. <https://doi.org/10.20525/ijrbs.v12i1.2256>
- Kumar, S., Rajaguru, R., & Yang, L. (2024). Investigating how brand image and attitude mediate consumer susceptibility to eWOM and purchase intention: Comparing enterprise-owned vs. third-party online review websites using multigroup analysis. *Journal of Retailing and Consumer Services*, 81, 104051. <https://doi.org/10.1016/j.jretconser.2024.104051>
- Lee, C. W., & Hung, H. H. (2024). The impact of education on consumers' eco-friendly shopping habits towards sustainable purchases: evidence from Indonesia and Taiwan. *Sustainability*, 16(20), 8832.
- Liang, H., Wu, Z., & Du, S. (2024). Study on the impact of environmental awareness, health consciousness, and individual basic conditions on the consumption intention of green furniture. *Sustainable Futures*, 8, 100245.
- Metro Padang. (2024). *Trash 2 Move, Tangan-tangan Kreatif Mengubah Sampah Plastik Menjadi Home Décor*. Metropadang.Com. <https://metropadang.com/2024/02/trash-2-move-tangan-tangan-kreatif-mengubah-sampah-plastik-menjadi-home-decor/>
- Muhtiyatunnisa, S., Darsono, D., & Anantanyu, S. (2023). The Impact Of Social Media On Microgreens Product Knowledge And Purchase Intention. *SEISENSE Journal of Management*, 6(1), 6–18. <https://doi.org/10.33215/sjom.v6i1.834>
- Nguyen, H. T. T. (2024). Promoting sustainable consumption and circular

- economy: the intention of Vietnamese youth consumers to purchase products made from recycled plastics. *Chinese Journal of Population Resources and Environment*, 22(2), 194–203. <https://doi.org/10.1016/j.cjpre.2024.06.011>
- Pant, S. C., Saxena, R., Gupta, N. K., Yadav, H., AD, S. K., & Pant, D. K. (2024). The organic odyssey: Navigating the influence of attitude on purchase intent, mediated by perceived value, quality, and price in India. *Journal of Retailing and Consumer Services*, 79, 103801. <https://doi.org/10.1016/j.jretconser.2024.103801>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Plotkina, D., Rabeson, L., & Bambauer-Sachse, S. (2025). The role of green brand image in explaining European consumers' reactions to different types of sustainable packaging. *Journal of Retailing and Consumer Services*, 84, 104228. <https://doi.org/10.1016/j.jretconser.2025.104228>
- Posmetro Padang. (2025). *Anak Muda Kota Padang Sulap Sampah Jadi Sembako dan Furnitur*. Posmetropadang.Co.Id. <https://posmetropadang.co.id/berita-utama/379977/anak-muda-kota-padang-sulap-sampah-jadi-sem-bako-dan-furnitur/>
- Prapdopo, -, Ningsih, A., Syarifuddin, A., & Lelana, R. P. (2019). The Effect Ethnocentrism, Product Knowledge, Social Influence on Purchase Intention Through Attitude in Samarinda, Indonesia. In *First International Conference on Materials Engineering and Management-Management Section (ICMEMm 2018)*, 75, 134–137. <https://doi.org/10.2991/icmemm-18.2019.9>
- Ramdani, R., Yuliana, I., Alpiansah, R., Pratama, A. A., & Dewi, P. (2024). Discussion on Radio: Peran Generasi Muda dalam Menjaga Lingkungan. *JILPI: Jurnal Ilmiah Pengabdian Dan Inovasi*, 2(4), 719–728. <https://doi.org/10.57248/jilpi.v2i4.392>
- Rizkia, D., & Madiawati, P. (2021). Pengaruh Perilaku Konsumen, Store Atmosphere Dan Harga Terhadap Keputusan Pembelian Pada Aditi Coffee House & Space Di Era Pandemi Covid-19. *Jurnal Manajemen Dan Bisnis*

(*Performa*), 18(1), 71–86.

- Sari, E. K., & Irmawati. (2024). Analysis of the effect of green marketing mix and product knowledge on purchase behavior of tea kotak products with the variable of purchase intention as a mediation variable. *COSTING: Journal of Economic, Business and Accounting*, 7(6), 9670–9686.
- Satriawan, K. A., & Setiawan, P. Y. (2020). The Role of Purchase Intention in Mediating The Effect of Perceived Price and Perceived Quality on Purchase Decision. *International Research Journal of Management, IT & Social Sciences*, 7(3), 38–49.
- Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2019). *Consumer Behavior (12th Edition)*. Pearson.
- Sekaran, U., & B. R. (2017). *Metode Penelitian Untuk Bisnis_Pendekatan Pengembangan Keahlian Buku 2. (2nd ed.)*. Salemba Empat
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach (Seventh Edition)*. In *Chichester, West Sussex, United Kingdom*. <https://doi.org/10.1108/lodj-06-2013-0079>
- SIPSN, S. I. P. S. N. (2024). *TIMBULAN SAMPAH*. Sipsn.Menlhk.Go.Id. <https://sipsn.menlhk.go.id/sipsn/public/data/timbulan#parallax>
- Situmorang, M. K. (2021). Pengaruh Perilaku Konsumen Terhadap Penggunaan Uang Elektronik (Dompet Digital) Sebagai alat Pembayaran pada Masa Pandemi Covid – 19 di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 123–130. <http://jurnal.umsu.ac.id/index.php/MANEGGIO/article/view/6646>
- Srividya, N., Atiq, R., & Volety, N. S. (2024). Qualitative research on responsible consumption concerning apparel. *Cleaner and Responsible Consumption*, 12, 100178. <https://doi.org/10.1016/j.clrc.2024.100178>
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232–245. <https://doi.org/10.36941/ajis-2022-0021>

- Sukma, R. P., Kristiadi, A. A., & Nugroho, S. D. (2024). The Impact of Brand Image, Perceived Price and Social Media on Purchase Intention: The Role of Brand Trust as a Mediator. *JDM (Jurnal Dinamika Manajemen)*, 15(2), 192–205.
- Tanah, P. K., & Hoe, D. C. Y. (2022). Relationship Of Augmented Reality Marketing And Perceived Price On Consumer Purchase Intention With Mediating Role Of Brand Image Of Shopee Malaysia. *Journal of Business and Social Sciences*, 11. <http://ipublishing.intimal.edu.my/jobss.html>
- Vinkóczi, T., Rácz, É. H., & Koltai, J. P. (2024). Sorting for Sustainability: Harnessing Female Awareness of Zero Waste. *Journal of Sustainability Research*, 6(4).
- Wijayanto, G., Jushermi, Wahyuni, S., Alvionita, A., Junaidi, R., & Pramadewi, A. (2023). Purchase Intention Model Determined By Tik-Tok Social Media Marketing And Product Knowledge Through Price Discount As Intervening Variables. *Injuruty: Interdisciplinary Journal and Humanity*, 2(4), 300–307.
- Yasa, N. N. K., Rahmayanti, P. L. D., Telagawathi, N. L. W. S., Witarsana, I. G. A. G., & Liestiadre, H. K. (2021). COVID-19 Perceptions, Subjective Norms, and Perceived Benefits to Attitude and Behavior of Continuous Using of Medical Mask. *Linguistics and Culture Review*, 5(S2), 1259–1280.
- Zaman, A., & Newman, P. (2021). Plastics: are they part of the zero-waste agenda or the toxic-waste agenda? *Sustainable Earth*, 4(1). <https://doi.org/10.1186/s42055-021-00043-8>
- Zeynalova, Z., & Namazova, N. (2022). Revealing consumer behavior toward green consumption. *Sustainability*, 14(10), 5806.
- Zulfa, V., Andini, N. F., & Hamiyati. (2023). Purchase Intention of Environmentally Friendly Milk Bottles : Role of Product Knowledge and Environmental Concern. *Journal of Consumer Sciences*, 8(3), 379–394.