

REFERENCES

- Ayalon et al (2009). Reduction Of Plastic Carrier Bag Use: An Analysis Of Alternatives In Israel. *Waste Management*, 8.
- BPS–Statistics Indonesia. (2018). Environment Statistics of Indonesia 2018. *Environment Statistics of Indonesia 2018*, 250.
- Cherrier, H. (2016). Consumer Identity and Moral Obligations in Non-Plastic Bag. *International Journal Of Consumer Studies*, vol 30 pp 515-523. Griffith University.
- Godfrey, L. (2019). Waste Plastic, the Challenge Facing Developing Countries -- Ban it, Change it, Collect it? In *Recycling* vol 4, 3 pp 1-6 doi: doi:10.3390/recycling4010003. MDPI.
- Gogte, m. (2009). Are Plastic Grocery Bags Sacking The Environment? *International Journal For Quality Research*, Vol 3 no 4, pp 363-375.
- Gordon, R et al (2011). A Frame Work For Sustainable Marketing. In *Marketing Theory vol 11 no 2 pp 143-163*. Sage.
- Hair, J. F., R. E. Anderson, R. L. Tatham and W. C. Black: 1995, *Multivariate Data Analysis* (Prentice Hall, Englewood Cliffs, NJ).
- Hellersberg, E. F.: 1953, *Visual Perception and Spatial Organization: A Study of Performance on the Horn Hellersberg Test by Chinese Subjects*, in M.Meadand.
- Jagdeep S, Cooperb, T. (2017). Towards a Sustainable Business Model For Plastic Shopping Bag Management. *The 24th Cirp Conference On Life Cycle Engineering*, 6. Elsevier.
- Karmarkar, U.R and Bollinger, B. (2015). BYOB: How Bringing Your Own Shopping Bags Leads to Treating Yourself and the Environment. In *Journal of Marketing* vol 79 pp 1-15. American Marketing Association.
- Kumar, K.S and Baskar, K. (2014). Recycling of E-plastic waste as a construction material in developing countries. In *Journal of Material Cycles and Waste Management* Doi: DOI 10.1007/s10163-014-0303-5. Springer.
- Luyt, A.S and Malik S.S. (2019). Can Biodegradable Plastics Solve Plastic Solid Waste Accumulation? In *Plastic to Energy* pp 403-423 doi: https://doi.org/10.1016/B978-0-12-813140-4.00016-9. Elsevier.

- Li, W.C. et al (2016). Plastic waste in the marine environment: A review of sources, occurrence and effects. In *Science of the Total Environment* vol 566-567 pp 333-349. Elsevier.
- Muleta, I. a. (2011). Survey on The Usage of Plastic Bags, Their Disposal and Adverse Impact On Environment: a Case Study In Jimma City, Southwestern Ethiopia. *journal of toxicology and environmental health sciences* vol. 3(8) pp. 234-248, august 2011, 16.
- Malhotra, N.K et al. Methodological Issues in Cross Cultural Marketing Research: A State of the Art Review. In *International Marketing Review* (1996) Vol 13 no 5 pp 7-43. MCB University Press.
- Nitchakarn n, Jroenwisan. (2016). Sustainability Marketing: a Changing Of Marketing Concept Lead To Sustainable. *international journal of business and social science*, 6.
- Putri, A. R. et al (2018). Plastic Waste Management in Jakarta, Indonesia: evaluation of material flow and recycling scheme. In *Journal of Material Cycles and Waste Management* doi: <https://doi.org/10.1007/s10163-018-0753-2>. Springer.
- Ricky y. et al. (2008). Applying Ethical Concepts To The Study Of "Green" Consumer Behavior: An Analysis Of Chinese Consumer Intention To Bring Their Own Shopping Bags. *Journal Of Business Ethics* (2008), 13.
- R. Metraux (eds.), *The Study of Culture at a Distance* (the university of Chicago Press, Chicago), pp. 320–328.
- Strategies, Psychology and Marketing 4,2–85. Buchholz, R. A.: 1993, *Principles of Environmental Management: The Greening of Business* (Prentice-Hall, London). Wagner, t. p. (2017). Reducing Single-Use Plastic Shopping Bags In The Usa. *Waste Management*, 10.
- Vasquez, Y.V and Barbosa, S.E. (2016). Recycling of mixed plastic waste from electrical and electronic equipment. Added value by compatibilization. In *Waste Management* pp 1-8 doi: <http://dx.doi.org/10.1016/j.wasman.2016.04.022>. Elsevier
- Verma, R, et al. (2016). Toxic Pollutants from Plastic Waste: A Review. In *Procedia Environmental Sciences* vol 35 pp 701-708. Elsevier.
- Wagner, T.P. (2017). Reducing single-use plastic shopping bags in the USA. In *Waste Management* pp 1-10 doi: <http://dx.doi.org/10.1016/j.wasman.2017.09.003>. Elsevier

Welden, N. A and Lusher A. (2020). Microplastics: from origin to impacts, In *Plastic Waste and Recycling* pp 223-249 doi: <https://doi.org/10.1016/B978-0-12-817880-5.00009-8>. Elsevier.

