

**PENGARUH *ENVIRONMENTAL ATTITUDE* DAN *GREEN PRODUCT* TERHADAP *GREEN PURCHASE BEHAVIOR*
DENGAN RELIGIUSITAS SEBAGAI VARIABEL MODERASI**

(Studi Pada Konsumen Kerajinan Daur Ulang Plastik Kemasan PT
Santos Jaya Abadi)

SKRIPSI

Oleh

DEWI HANA HUMAIRA

NIM: 08020320034



**UIN SUNAN AMPEL
S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA**

2024

PERNYATAAN ORISINALITAS SKRIPSI

Saya, Dewi Hana Humaira, 08020320034, menyatakan bahwa:

1. Skripsi saya ini adalah asli dan benar-benar hasil karya saya sendiri, dan bukan hasil karya orang lain dengan mengatasnamakan saya, serta bukan merupakan hasil peniruan atau penjiplakan (*plagiarism*) dari karya orang lain. Skripsi ini belum pernah diajukan untuk mendapatkan gelar akademik
2. Di dalam skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dengan disebutkan nama pengarang dan dicantumkan dalam daftar Pustaka
3. Pernyataan ini saya buat dengan sebenar-benarnya, dan apabila dikemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis skripsi ini, serta sanksi-sanksi lainnya sesuai dengan norma dan peraturan yang berlaku di UIN Sunan Ampel Surabaya.

Surabaya, 5 Maret 2024



Dewi Hana Humaira

NIM. 080200320034

Surabaya, 3 Juni 2024

Skripsi telah selesai dan siap untuk diuji

Dosen Pembimbing,

A handwritten signature in black ink, appearing to read 'Muchammad Saifuddin', with a stylized, elongated 'S' at the end.

Muchammad Saifuddin, M.SM

LEMBAR PENGESAHAN

PENGARUH *ENVIRONMENTAL ATTITUDE* DAN *GREEN PRODUCT* TERHADAP *GREEN PURCHASE BEHAVIOR* DENGAN RELIGIUSITAS SEBAGAI VARIABEL MODERASI

(Studi Pada Konsumen Kerajinan Daur Ulang Plastik Kemasan PT Santos Jaya Abadi)

Oleh

Dewi Hana Humaira

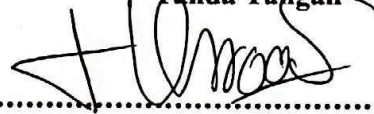
NIM: 08020320034

Telah dipertahankan di depan Dewan Penguji pada tanggal 12 Juni 2024 dan dinyatakan memenuhi syarat untuk diterima

Susunan Dewan Penguji

1. Muchammad Saifuddin, M. SM.
NIP. 198603132019031011
(Penguji 1)
2. Prof. H. Nur Kholis, M.Ed. Admin., Ph.D.
NIP. 196703111992031003
(Penguji 2)
3. Dr. Ir. Muhamad Ahsan, M.M.
NIP. 196806212007011030
(Penguji 3)
4. Riska Agustin, S.Si., M.SM.
NIP. 199308172020122024
(Penguji 4)

Tanda Tangan



Surabaya, 12 Juni 2024



LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Dewi Hana Humaira
NIM : 08020320034
Fakultas/Jurusan : Ekonomi dan Bisnis Islam / Manajemen
E-mail address : dewihanahumaira@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Skripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)
yang berjudul :

PENGARUH *ENVIROMENTAL ATTITUDE* DAN *GREEN PRODUCT* TERHADAP
GREEN PURCHASE BEHAVIOR DENGAN RELIGIUSITAS SEBAGAI
VARIABEL MODERASI

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 12 Juni 2024

Penulis



(Dewi Hana Humaira)

ABSTRAK

Penelitian Skripsi ini berjudul “Pengaruh *Environmental Attitude* dan *Green Product* terhadap *Green Purchase Behavior* dengan Religiusitas Sebagai Variabel Moderasi”. Penelitian ini bertujuan untuk mengetahui dan menganalisis *Green Purchase Behavior* pada konsumen kerajinan daur ulang plastik kemasan PT Santos Jaya Abadi di Sidoarjo dengan menggunakan religiusitas sebagai variabel moderasi. Selain itu, penelitian ini menggunakan *environmental attitude* dan *green product* untuk mengetahui pengaruhnya terhadap *green purchase behavior*.

Penelitian ini menggunakan pendekatan kuantitatif. Pengumpulan data pada penelitian ini dilakukan dengan cara menyebarkan kuesioner secara online kepada 146 konsumen kerajinan daur ulang plastik kemasan PT Santos Jaya Abadi di Sidoarjo. Kemudian kuesioner tersebut diolah menggunakan alat analisis Smart PLS Versi 3.

Hasil penelitian menunjukkan bahwa *Environmental Attitude* atau sikap terhadap lingkungan berpengaruh positif dan signifikan terhadap *Green Purchase Behavior*. Begitu pula dengan *Green Product* yang berpengaruh secara positif dan signifikan terhadap *green purchase behavior*. Kemudian religiusitas menguatkan pengaruh *environmental attitude* terhadap *green purchase behavior* secara signifikan. Dan religiusitas juga menguatkan pengaruh *green product* terhadap *green purchase behavior*.

Dengan adanya penelitian ini, diharapkan konsumen dari produk kerajinan daur ulang plastik kemasan PT Santos Jaya Abadi dapat meningkatkan kepedulian terhadap lingkungan. Serta diharapkan dapat menjadi bahan evaluasi untuk PT Santos Jaya Abadi untuk lebih memberikan banyak informasi mengenai produk kerajinan ini guna mempertahankan loyalitas konsumen dan meningkatkan *green purchase* di Indonesia.

Kata Kunci: *Green Purchase Behavior*, *Environmental Attitude*, *Green Product*, dan PT Santos Jaya Abadi.

DAFTAR ISI

KATA PENGANTAR.....	vi
ABSTRAK	ix
DAFTAR ISI.....	x
DAFTAR TABEL	xiii
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1. Latar Belakang	1
1.2 Rumusan Masalah	8
1.3 Tujuan Penelitian.....	8
1.4 Manfaat Penelitian.....	9
1.4.1 Manfaat Bagi Peneliti	9
1.4.2 Manfaat Bagi Akademisi.....	9
1.4.3 Manfaat Bagi Perusahaan.....	10
BAB II LANDASAN TEORI	11
2.1 <i>Environmental Attitude</i>	11
2.2 <i>Green Product</i>	13
2.3 <i>Green Purchase Behavior</i>	14
2.4 Religiusitas	18
2.5 Penelitian Terdahulu.....	21
2.6 Kerangka Konseptual	36
2.7 Pengaruh Antar Variabel dan Perumusan Hipotesis	37
2.7.1 Pengaruh <i>Environmental Attitude</i> Terhadap <i>Green Purchase Behavior</i>	37

2.7.2	Pengaruh <i>Green Product</i> Terhadap <i>Green Purchase Behavior</i>	39
2.7.3	Pengaruh Religiusitas Dalam Memoderasi Pengaruh <i>Environmental Attitude</i> Terhadap <i>Green Purchase Behavior</i>	41
2.7.4	Pengaruh Religiusitas Dalam Memoderasi Pengaruh <i>Green Product</i> Terhadap <i>Green Purchase Behavior</i>	43
BAB III METODE PENELITIAN		45
3.1	Jenis Penelitian	45
3.2	Tempat dan Waktu Penelitian	45
3.3	Popoulasi dan Sampel Penelitian	47
3.3.1	Populasi	47
3.3.2	Sampel	47
3.4	Variabel Penelitian	49
3.4.1	Variabel Bebas (<i>Independent Variable</i>)	49
3.4.2	Variabel Terikat (<i>Dependent Variable</i>)	50
3.4.3	Variabel Moderasi	50
3.5	Definisi Operasional	50
3.6	Metode Pengumpulan Data	52
3.6.1	Data Primer	52
3.6.2	Data Sekunder	53
3.6.3	Teknik pengumpulan data	53
3.7	Teknik Analisis Data	54
3.7.1	Model Pengukuran (<i>Outer Model</i>)	55
3.7.2	Model Struktural (<i>Inner Model</i>)	57
BAB IV HASIL DAN PEMBAHASAN		60
4.1	Gambaran Umum Objek Penelitian	60

4.1.1	Profil Singkat PT Santos Jaya Abadi	60
4.1.2	Visi dan Misi PT Santos Jaya Abadi.....	64
4.1.3	Kerajinan Daur Ulang Plastik Kemasan PT Santos Jaya Abadi	65
4.2	Karakteristik Responden	66
4.2.1	Jenis Kelamin	67
4.2.2	Agama	68
4.2.3	Usia	68
4.2.4	Pekerjaan	69
4.2.5	Hasil Jawaban Responden.....	70
4.3	Evaluasi Model.....	75
4.3.1	Model Pengukuran (<i>Outer Model</i>).....	75
4.3.2	Model Struktural (<i>Inner Model</i>).....	81
4.4	Pembahasan	85
4.4.1	Pengaruh <i>Environmental Attitude</i> Terhadap <i>Green Purchase Behavior</i>	87
4.4.2	Pengaruh <i>Green Product</i> Terhadap <i>Green Purchase Behavior</i>	89
4.4.3	Pengaruh <i>Environmental Attitude</i> Terhadap <i>Green Purchase Behavior</i> dengan Religiusitas Sebagai Variabel Moderasi.....	91
4.4.4	Pengaruh <i>Green Product</i> Terhadap <i>Green Purchase Behavior</i> dengan Religiusitas sebagai Variabel Moderasi	93
BAB V SIMPULAN DAN SARAN		96
5.1	Simpulan.....	96
5.2	Saran	96
DAFTAR PUSTAKA		99

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	22
Tabel 3. 1 Jumlah Responden	49
Tabel 3. 2 Definisi Operasional	51
Tabel 3. 3 Pengukuran Skala Likert	54
Tabel 3. 4 Standar Reliabilitas dari Cronbach's Alpha	57
Tabel 4. 1 Jumlah Responden	67
Tabel 4. 2 Responden Berdasarkan Jenis Kelamin	67
Tabel 4. 3 Karakteristik Responden Berdasarkan Agama	68
Tabel 4. 4 Karakteristik Responden Berdasarkan Usia.....	69
Tabel 4. 5 Responden Berdasarkan Pekerjaan	69
Tabel 4. 6 Hasil Jawaban Responden pada Konstruk <i>Environmental Attitude</i>	70
Tabel 4. 7 Hasil Jawaban Responden pada Konstruk <i>Green Product</i>	71
Tabel 4. 8 Hasil Jawaban Responden pada Konstruk <i>Green Purchase Behavior</i>	72
Tabel 4. 9 Hasil Jawaban Responden pada Konstruk <i>Green Purchase Behavior</i>	73
Tabel 4. 10 Hasil Validitas Konvergen berdasarkan Loading Factor	77
Tabel 4. 11 Nilai Average Variance Extracted	78
Tabel 4. 12 Hasil Uji Validitas Diskriminan.....	79
Tabel 4. 13 Hasil Uji Reliabilitas	80
Tabel 4. 14 Uji Koefisien Determinan (R-Square)	81
Tabel 4. 15 Hasil Uji Q-Square.....	82
Tabel 4. 16 Hasil Uji Koefisien Jalur	83

DAFTAR GAMBAR

Gambar 1. 1 Data Sampah Nasional Menurut Jenis dan Sumbernya	1
Gambar 1. 2 Produk Kerajinan Daur Ulang Plastik Kemasan PT Santos Jaya Abadi	3
Gambar 2. 1 Kerangka Konspetual	36
Gambar 3. 1 Jumlah Pengrajin Binaan PT Santos Jaya Abadi	46
Gambar 4. 1 Logo PT Santos Jaya Abadi	60
Gambar 4. 2 Produk Kopi PT Santos Jaya Abadi	62
Gambar 4. 3 Café PT Santos Jaya Abadi	62
Gambar 4. 4 Produk Permen PT Santos Jaya Abadi.....	63
Gambar 4. 5 Produk Biskuit PT Santos Jaya Abadi.....	63
Gambar 4. 6 Produk Kerajinan Daur Ulang Plastik Kemasan	66
Gambar 4. 7 Model Structural.....	75
Gambar 4. 8 Output Calculate Algorism.....	76
Gambar 4. 9 Output Bootstrapping	83

UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR LAMPIRAN

Lampiran 1: Biodata Peneliti	106
Lampiran 2: Kuesioner Penelitian.....	107
Lampiran 3: Tabulasi Data Reponden	113
Lampiran 4: Plagiasi	128



DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS)-Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis (I)*. CV ANDI.
- Adhitiya, L., & Astuti, R. D. (2019). *The Effect of Consumer Value on Attitude Toward Green Product and Green Consumer Behavior in Organic Food*. 5, 193–202.
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
- Ajzen, I. (2014). *The theory of planned behaviour is alive and well , and not ready to retire : a commentary on Sniehotta , Pousseau , and Araújo-Soares*. June, 37–41. <https://doi.org/10.1080/17437199.2014.883474>
- Al Mamun, A., Ali Fazal, S., Ahmad, G. Bin, Yaacob, M. R. Bin, & Mohamad, M. R. (2018). Willingness to pay for environmentally friendly products among low-income households along coastal peninsular Malaysia. *Sustainability (Switzerland)*, 10(5). <https://doi.org/10.3390/su10051316>
- Albino, V., Balice, A., & Dangelico, R. M. (2009). *Environmental Strategies and Green Product Development: an Overview on Sustainability-Driven Companies*. 96, 83–96.
- Allport, G. W. (1950). *The individual and Religion*. MacMillan.
- Allport, G. W., & Ross, J. M. (1967). Personal religious orientation and prejudice. *Journal of Personality and Social Psychology*, 5(4), 432–443. <https://doi.org/10.1037/h0021212>
- Amar, K., Kusuma, T. Y. T., & A N Islamadina. (2020). *Determining factors of the green products ' buying intention : A case of Indonesia Determining factors of the green products ' buying intention : A case of Indonesia*. <https://doi.org/10.1088/1755-1315/575/1/012067>
- Anderson, R. E., & Swaminathan, S. (2011). Customer satisfaction and loyalty in e-markets: A PLS path modeling approach. *Journal of Marketing Theory and Practice*, 19(2), 221–234. <https://doi.org/10.2753/MTP1069-6679190207>
- Azad, P. K., & Laheri, V. K. (2014). *Consumer Adoption Of Green Products And Their Role In Resource Management*. V(3), 22–28.
- Balderjahn, I. (1988). *Personality Variables and Environmental Attitudes as Predictors of Ecologically Responsible Consumption Patterns*. 56, 51–56.
- Berger, I. E., & Corbin, R. M. (1992). Perceived Consumer Effectiveness and Faith in Others as Moderators of Environmentally Responsible Behaviors. *Journal of Public Policy*, 11(2), 217–232.
- Bhaskaran, S., Polonsky, M., Cary, J., & Fernandez, S. (2006). Environmentally

- sustainable food production and marketing: Opportunity or hype? *British Food Journal*, 108(8), 677–690. <https://doi.org/10.1108/00070700610682355>
- Bondos, I. (2016). Store Price Image – the Power of Perception. *International Journal of Synergy and Research*, 5, 37. <https://doi.org/10.17951/ijsr.2016.5.0.37>
- Borin, N., Cerf, D. C., & Krishnan, R. (2011). Consumer effects of environmental impact in product labeling. *Journal of Consumer Marketing*, 28(1), 76–86. <https://doi.org/10.1108/073637611111101976>
- Caird, D. (1987). Religiosity and personality : Are mystics introverted , neurotic , or psychotic ? *British Journal of Social Psychology*, 26, 345–346.
- Chai, L. T., & Chen, T. B. (2021). *Religiosity As An Antecedent Of Attitude Towards Green Products : An Exploratory Research On Young Malaysian Consumers*. 1(1). <https://doi.org/10.21002/amj.v1i1.1979>
- Chan, R. Y. K., & Lau, L. B. Y. (2000). *Antecedents of green purchases : a survey in China*.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Dagher, G., & Itani, O. S. (2012). *The influence of environmental attitude , environmental concern and social influence on green purchasing behaviour*. January 2012.
- Dagher, G. K., Itani, O., & Kassar, A. N. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as The Moderator. *Contemporary Management Research*, 11(2), 179–206. <https://doi.org/10.7903/cmr.13625>
- Delener, N. (1994). Religious Contrasts in Consumer Decision Behaviour Patterns : Their Dimensions and Marketing Implications. *European Journal of Marketing*, 28(5), 36–53.
- Donahue, M. J. (1985). *Intrinsic and Extrinsic Religiousness : Review and Meta-Analysis*. 48(2), 400–419.
- Dunn, D. S., & Wilson, T. D. (1986). Effects of introspection on attitude-behavior consistency: Analyzing reasons versus focusing on feelings. *Journal of Experimental Social Psychology*, 22(3), 249–63.
- Esmaeilpour, M., & Bahmiary, E. (2015). *Investigating the impact of environmental attitude on the decision to purchase a green product with the mediating role of environmental concern and care for green products*. <https://doi.org/10.1515/mmcks-2017-0018>. Introduction
- Fabrigar, L. R., Wegener, D. T., & MacDonald, T. . (2009). Distinguishing between prediction and influence: multiple processes underlying attitude-behavior

- consistency. In *Then A Miracle Occurs: Focusing on Behavior in Social Psychological Theory and Research* (in Agnew, pp. 162–185). Oxford University Press, USA.
- Farooq, M., & Yahya, S. (2021). The Impact of Green Religiosity on The Green Product Switching Behavior in Pakistan : The Role of Green Personal Values and Green Altruism. *Journal of Religion and Health*, 0123456789. <https://doi.org/10.1007/s10943-021-01358-8>
- Fazio, R. H., & Zanna, M. P. (1978). Attitudinal qualities relating to the strength of the attitude-behavior relationship. *Journal of Experimental Social Psychology*, 14(4), 398–408. [https://doi.org/10.1016/0022-1031\(78\)90035-5](https://doi.org/10.1016/0022-1031(78)90035-5)
- Felix, R., & Braunsberger, K. (2015). The relationship between religiosity, environmental attitudes, and green product purchase in Mexico. *The Eletronic Library*, 34(1), 1–5.
- Ghazali, E. M., Mutum, D. S., & Ariswibowo, N. (2018). *Impact of Religious Values and Habit on an Extended Green Purchase Behaviour Model. December 2017*, 639–654. <https://doi.org/10.1111/ijcs.12472>
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Undip.
- Habshi, S. O. Al, & Agil, S. O. S. (1994). *The role and influence of religion in society*. Institute of Islamic Understanding Malaysia.
- Harrell, G. D. (1986). *Consumer Behavior*. Harcourt Brace Jovanovich.
- Hisam, M. W., Sanyal, S., & Singh, S. (2022). *Impact Of Societal Influence , Green Product Price Sensitivity And Green Trust On Online Purchasing Behavior Of Green Products By Generation Y Customers In Oman*. 19(2), 3848–3870.
- Holland, R. W., Verplanken, B., & Van Knippenberg, A. (2002). On the nature of attitude-behavior relations: The strong guide, the weak follow. *European Journal of Social Psychology*, 32(6), 869–876. <https://doi.org/10.1002/ejsp.135>
- Hunt, S. D., & Vitell, S. (1986). A General Theory of Marketing Ethics. *Journal of Macromarketing*, 6 (1), 5–16. <https://doi.org/doi:10.1177/027614678600600103>
- Hutahaean, C. I., & Kurnia, P. R. (2021). *Influence Of Non-Demographic Factors On Indonesian Consumers Purchase Intention Towards Green Products Influence Of Non-Demographic Factors On Indonesian Products*. 11(1). <https://doi.org/10.21002/amj.v11i1.12099>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41(August 2017), 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>

- Jambeck, J. R., Geyer, R., Wilcox, C., Siegler, T. R., Perryman, M., Andrady, A., Narayan, R., & Law, K. L. (2015). Plastic waste inputs from land into the ocean. *Science*, 347(6223), 768–771. <http://www.sciencemag.org/cgi/doi/10.1126/science.1260879><https://www.sciencemag.org/lookup/doi/10.1126/science.1260352>
- Jansson, J., Marell, A., & Nordlund, A. (2010). *Green consumer behavior : determinants of curtailment and eco-innovation adoption*. 4, 358–370. <https://doi.org/10.1108/07363761011052396>
- Johnson, B. R., Jang, S. J., Larson, D. B., SPENCER, & Li, S. De. (2001). Does Adolescent Religious Commitment Matter? A Reexamination of the Effects of Religiosity on Delinquency. *Journal of Research in Crime and Delinquency*, 38, 22–44. <https://doi.org/10.1177/0022427801038001002>
- Johnstone, R. L. (1975). *Religion and Society in Interaction: The Sociology of Religion*. Prentice-Hall.
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. In *International Strategic Management Review* (Vol. 3, Issues 1–2). Holy Spirit University of Kaslik. <https://doi.org/10.1016/j.ism.2015.04.001>
- Julina, Kartini, D., Rufaidah, P., & Cahyandito, M. F. (2017). Green Purchase Behavior: The Role of Religiosity, Environmental Attitude, and Environmental Knowledge. *GATR Journal of Management and Marketing Review*, 2(3), 83–88. [https://doi.org/10.35609/jmmr.2017.2.3\(12\)](https://doi.org/10.35609/jmmr.2017.2.3(12))
- Kamble, V. (2007). Incandescent bulbs; A burnt out case? *Dream*, 9, 2047–2061.
- Kotchen, M. J., & Reiling, S. D. (2000). *Environmental attitudes , motivations , and contingent valuation of nonuse values : a case study involving endangered species*. 32, 93–107.
- Lee, K. (2009). *Gender differences in Hong Kong adolescent consumers ' green purchasing behavior*. <https://doi.org/10.1108/07363760910940456>
- Leonidou, L. C., Kvasova, O., Leonidou, C. N., & Chari, S. (2013). Business Unethicality as an Impediment to Consumer Trust: The Moderating Role of Demographic and Cultural Characteristics. *Journal of Business Ethics*, 112(3), 397–415. <https://doi.org/10.1007/s10551-012-1267-9>
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., & Oskamp, S. (1997). Green buying: The influence of environmental concern on consumer behavior [Compra ecológica: la influencia de la preocupación por el medio ambiente en el comportamiento del consumidor]. *Journal of Social Psychology*, 137(2), 189–204.
- Majláth, M. (2010). Can Individuals do anything for the Environment? - The Role of Perceived Consumer Effectiveness. *Proceedings of FIKUSZ*, 10, 157–166.

- Mardiyah, S., Anggraeni, S. V., & Muzdalifah, L. (2022). *The Role of Green Products and Green Packaging in Purchase Decisions*. 4(2), 116–127.
- Mccarty, J. A., & Shrum, L. J. (2001). *The Influence of Individualism , Collectivism , and Locus of Control on Environmental Beliefs and Behavior*. 20(1), 93–104.
- Min, H., & Galle, W. P. (1997). Green Purchasing Strategies: Trends and Implications. *International Journal of Purchasing and Materials Management*, 33(2), 10–17. <https://doi.org/10.1111/j.1745-493x.1997.tb00026.x>
- Moisander, J. (2001). *Representation of Green Consumerism: A Constructionist Critique*.
- Mokhlis, S., & Spartks, L. (2007). Consumer Religiosity and Shopping Behaviour in Kuala Lumpur. *Malaysian Management Journal*, 11, 87–101.
- Natakoesoemah, S., & Adiarsi, G. (2020). The Indonesian Millenials Consumer Behaviour on Buying Eco-Friendly Products: The Relationship Between Environmental Knowledge and Perceived Consumer Effectiveness. *International Journal of Multicultural and Multireligious Understanding*, 7(9), 297–302. <http://ijmmu.comhttp://dx.doi.org/10.18415/ijmmu.v7i9.2047>
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Media Sahabat Cendekia.
- Ogiemwonyi, O., Alam, M. N., Alshareef, R., Alsolamy, M., Azizan, N. A., & Mat, N. (2023). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems*, 10(April), 100130. <https://doi.org/10.1016/j.cesys.2023.100130>
- Oskamp, S., Harrington, M. J., Edwards, T. c., Sherwood, D. L., Okuda, S. M., & Swanson, D. C. (1991). *Factors Influencing Household Recycling Behavior*.
- Ottman, J. A. (1998). *Green Marketing: Opportunity for Innovation*. NTC Business Books.
- Pujari, D., Wright, G., & Peattie, K. (2003). *Green and competitive Influences on environmental new product development performance*. 56, 657–671. [https://doi.org/10.1016/S0148-2963\(01\)00310-1](https://doi.org/10.1016/S0148-2963(01)00310-1)
- Ramayah, T., Lee, J., & Mohamad, O. (2010). Green product purchase intention : Some insights from a developing country. “*Resources, Conservation & Recycling*, ” 54(12), 1419–1427. <https://doi.org/10.1016/j.resconrec.2010.06.007>
- Roberts, J. A., & Bacon, D. R. (1997). *Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior*. 2963(96), 79–89.
- Sadler, W. A. (1970). *Personality and Religion: The Role of Religion in Personality Development*. SCM Press Ltd.

- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Schultz, P. W., & Oskamp, S. (1996). *Effort as a Moderator of the Attitude-Behavior Relationship: General Environmental Concern and Recycling*. 59(4), 375–383.
- Schultz, P. W., Shriver, C., Tabanico, J. J., & Khazian, A. M. (2004). *Implicit connections with nature*. 24, 31–42. [https://doi.org/10.1016/S0272-4944\(03\)00022-7](https://doi.org/10.1016/S0272-4944(03)00022-7)
- Sood, J., & Nasu, Y. (1995). Religiosity and Nationality An Exploratory Study of Their Effect on Consumer Behavior in Japan and the United States. *Journal of Business Research*, 34, 1–9.
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
- Straughan, R. D., & Roberts, J. A. (1999). *Environmental segmentation alternatives : a look at green consumer behavior in the new millennium*. 16(6), 558–575. <https://doi.org/>, <https://doi.org/10.1108/07363769910297506>
Permanent
- Sugiyono. (2015). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif, dan Kombinasi (Mixed Methodes)*.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif*. Alfabeta.
- Suliyanto. (2006). *Metode Riset Bisnis*. CV Andi Offset.
- Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). *Determinants of green product buying decision among young consumers in Malaysia*. 20(2), 121–137. <https://doi.org/10.1108/YC-12-2018-0898>
- Varshneya, G., Pandey, S. K., & Das, G. (2017). *Impact of Social Influence and Green Consumption Values on Purchase Intention of Organic Clothing : A Study on Collectivist Developing Economy*. <https://doi.org/10.1177/0972150916668620>
- Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., Nazari, K., & Khadang, M. (2013). Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 3, 2489–2500. <https://doi.org/10.5267/j.msl.2013.08.013>
- Wang, L., Wong, P. P. W., & Elangkovan, N. A. (2019). The Influence of Religiosity on Consumer ' s Green Purchase Intention Towards Green Hotel

- Selection in China. *Journal of China Tourism Research*, 00(00), 1–27. <https://doi.org/10.1080/19388160.2019.1637318>
- Wang, L., Wong, P. P. W., & Narayanan, E. A. (2019). *The demographic impact of consumer green purchase intention toward Green Hotel Selection in China*. 1. <https://doi.org/10.1177/1467358419848129>
- White, L. (1967). “The Historical Roots of our Ecological Crisis.” *Science*, 155(3767), 1203–1207. <https://doi.org/10.4324/9780203426982-39>
- Wicker, A. W. (1969). Attitudes versus Actions: The Relationship of Verbal and Overt Behavioral Responses to Attitude Objects. *Journal of Social Issues*, 25(4), 41–78. <https://doi.org/10.1111/j.1540-4560.1969.tb00619.x>
- Wiidegren, Ö. (1998). *The New Environmental Paradigm and Personal Norms*. <https://doi.org/10.1177/0013916598301004>
- Worthington, E. L., Wade, N. G., Hight, T. L., Ripley, J. S., McCullough, M. E., Berry, J. W., Schmitt, M. M., Berry, J. T., Bursley, K. H., & Connor, L. O. (2003). *The Religious Commitment Inventory — 10: Development, Refinement, and Validation of a Brief Scale for Research and Counseling*. 50(1), 84–96. <https://doi.org/10.1037/0022-0167.50.1.84>
- Zanna, M. P., Olson, J. M., & Fazio, R. H. (1980). Attitude-behavior consistency: An individual difference perspective. *Journal of Personality and Social Psychology*, 38(3), 432–440. <https://doi.org/10.1037/0022-3514.38.3.432>

UIN SUNAN AMPEL
S U R A B A Y A