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## DETERMINANTS OF ECO-FRIENDLY PRODUCT ADOPTION: THE ROLE OF GREEN MARKETING, ENVIRONMENTAL AWARENESS, AND PRICE PERCEPTION IN SHAPING CONSUMER DECISIONS

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### Abstract

The rise of environmental concerns has led to increasing interest in sustainable consumer behaviour, especially in urban retail settings. This study aims to examine the influence of green marketing, environmental awareness, and price perception on consumers' decisions to adopt eco-friendly products, specifically Ecobags, in the context of a modern retail environment. A quantitative approach was employed using purposive sampling, involving 105 respondents who had previously purchased Ecobags at Indomaret stores in Surabaya, Indonesia. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The findings reveal that while green marketing has a positive but statistically insignificant effect on purchase decisions, both environmental awareness and price perception significantly influence consumers' decisions to adopt eco-friendly alternatives. Environmental awareness emerged as the most influential factor, indicating that sustainability-driven knowledge and concern are key drivers of pro-environmental behavior. Additionally, consumers' perception of price as aligned with quality and benefit contributes significantly to their purchasing decisions. These results underscore the importance of enhancing sustainability messaging and optimizing pricing strategies to encourage widespread adoption of green products in emerging markets.

**Keywords:** Eco-Friendly Products, Green Marketing, Environmental Awareness, Price Perception, Sustainable Retail

## INTRODUCTION

Plastic has become an inseparable part of modern life, however, behind its convenience, plastic poses a significant threat to the environment. What was once considered a practical solution has turned into a global issue. As is widely known, plastic is one of the most dangerous type waste for the environment, This is due to its resistance to natural decomposition, as it cannot be broken down by decomposer bacteria. It takes hundreds of years, hundreds of years for plastic to fully degrade in the soil. Even the chemicals in plastic can take years, hundreds, or even thousands of years to break down naturally (Atikah et al., 2024).

Data from our world in data (2023) reveals that the world generates 350 million tons of plastic waste each year. Nearly a quarter of it—around 82 million tons—is improperly managed or discarded. Of that amount, 19 million tons leak into the environment: 13 million tons into and 6 million tons into rivers and 0.3 million tons from coastlines. The remainder of the leaked plastic waste pollutes freshwater system like rivers and lakes. It is estimated that 0.5% of global plastic waste ends up in the oceans. According to World Population Review (2024), Indonesia ranks eight among the world's top plastic waste-producing countries, generating approximately 3.4 million tons annually.

In response to escalating plastic waste crisis, the Government of Indonesia has introduced a range of policies aimed at promoting sustainable production and consumption. One key measure is the Ministry of Environment and Forestry Regulation No. P.75/MENLHK/SETJEN/KUM.1/10/2019, which outlines a comprehensive roadmap for waste reduction by producers. At the municipal level, Surabaya—Indonesia's second most populous city with over 3 million residents as of 2023—faces serious challenges in managing urban plastic waste. Data from the Surabaya Environmental Agency (DLH) indicate that the city generated approximately 578,169 tons of waste in 2021, of which nearly 46% was inorganic, including 109,852 tons of plastic waste. In response, the local government enacted Regional Regulation (Perwali) No. 16 of 2022, mandating the reduction of single-use plastic bags in retail sectors as part of a broader plastic minimization strategy. These regulatory developments underscore the urgent need for systemic change in consumer behavior, waste governance, and market adaptation to support environmentally responsible practices.

This regulation aims to reduce the public's dependence on single-use plastic bags. Its implementation involves various stakeholders, including retail businesses, traditional markets, and the general public. Several shopping centers in Surabaya have already stopped providing free plastic bags and now offer more sustainable alternatives. The government emphasizes that the use of ecobags is a vital step in reducing the environmental impact of plastic waste. Ecobag use not only helps reduce plastic waste but also fosters awareness of the importance of more responsible consumption.

According to the official website of Good News From Indonesia (2022), the shift from plastic bags to reusable shopping bags has caused new concerns among the public. Many consumers end up buying new reusable bags during each shopping trip, which leads to accumulation at home. It is reported that 63% of people forget they already own reusable cloth bags (ecobag), or forget to bring them while shopping, while 15% of respondents admit to being too lazy to bring their own bags. Furthermore, as reported by Detik News (2022), some customers feel burdened by the cost of ecobags, which are priced at IDR 5,000 or

more, especially since they repeatedly forget to bring one and have to keep purchasing new ones. Indomaret is a pioneer and the leading minimarket chain in Indonesia, with rapid development and a total of 22,869 outlets as of November 2024. It offers over 6,000 product types (Indomaret, 2025).

The company has received numerous prestigious awards, including the Top Brand Award, which is given to brands with strong market performance in Indonesia. Indomaret no longer provides plastic bags and instead offers ecobags as an alternative, making it one of the companies that implements the green marketing concept. According to (Parlan et al., 2016) in (Khomsin et al., 2022), green marketing refers to marketing activities that include modifying products with environmentally friendly materials, changing production processes, altering packaging, reducing emissions, promoting distribution, and encouraging usage changes to minimize environmental harm.

Through Indomaret's implementation of green marketing, consumers have the opportunity to participate in reducing plastic usage through more sustainable shopping habits. In addition to green marketing, environmental awareness is also an important factor in the decision to purchase ecobag. Although awareness of plastic waste reduction in Surabaya is showing positive development (Suarasurabaya.net, 2022), there are still challenges in implementation. Another factor influencing purchasing decisions is price perception. In the context of Indomaret's ecobag policy, price perception plays a crucial role as consumers may compare the price of ecobags with the previously free plastic bags (Asofa & Sholihah., 2024)

In a study by Sarah & Sutar (2020) titled "The Influence of Green Marketing and Corporate Social Responsibility on Brand Image and Purchase Decisions," the authors examined the effects of green marketing and CSR on brand image and their impact on purchasing decisions at Indomaret Manggarai, South Jakarta. The study used a quantitative approach with purposive sampling, analyzed using Structural Equation Modeling (SEM), and processed using Smart PLS. The results indicated that green marketing had a positive and significant influence on purchase decisions. On the other hand, a study by Devi & Firmansyah (2024), titled "Green Marketing Strategy, Price, and Brand Equity: Their Influence on Purchase Decisions for Homecare Products," also used a quantitative approach with purposive sampling and SEM analysis using Smart PLS. The findings showed that green marketing did not have a significant influence on consumer purchase decisions.

Based on these previous studies, several research gaps can be identified. The results of earlier studies are inconsistent, indicating varying findings. Another gap is the lack of consideration of price perception as an independent variable, even though price perception is a crucial aspect, as consumers often compare the prices of green products with conventional ones before making a purchase decision. Therefore, this study aims to combine green marketing, environmental awareness, and price perception as independent variables to analyze their influence on purchase decisions as the dependent variable.

Based on the background outlined above, this study aims to examine several key factors influencing consumer behavior toward environmentally friendly products. Specifically, the objectives of this research are to determine the influence of green marketing on EcoBag purchase decisions at Indomaret in Surabaya City, to assess the effect of environmental awareness on the decision to purchase EcoBags, and to analyze the impact of price perception on EcoBag purchase decisions. Through these objectives, the study seeks

to provide a comprehensive understanding of the factors that drive consumers to choose sustainable alternatives in retail shopping.

## **REVIEW OF LITERATURE**

### **Green Marketing**

According to the American Marketing Association (AMA), green marketing refers to the marketing of products that emphasize environmental protection (Sholihah et al., 2025). This concept encompasses all activities undertaken by companies related to environmental aspects, starting from product modification, production processes, packaging, to advertising. Meanwhile, green marketing as defined by (Amier and Pradana., 2022) is an effort to market environmentally friendly products, which includes various aspects such as product design modification, changes in production processes, packaging adjustments, and transformations in the company's promotional strategies. And using 4 indicators by (Setiagraha et al., 2023) 1) green product, 2) green price, 3) green place, 4) green promotion.

### **Environmental Awareness**

According to (Fadhila et al., 2024) environmental awareness is a multidimensional concept that can influence an individual's knowledge, concern, intention, attitude, as well as actions and behavior. This awareness plays an important role in fostering consumer concern for environmental sustainability. And using 3 indicators by (Safitri & Setiyarini., 2023): 1) Environmental knowledge, 2) Environmental Responsibility, 3) Awareness and Seriousness of Environmental Issues, 4) Support for the Environment.

### **Price Perception**

According to (Kusumawati and Hayuningtyas., 2022). Price perception refers to the value of a price in relation to the benefits received when purchasing and using a product or service. (Kopirossi and Prabowo., 2023) define price perception as the way consumers interpret price information and assign meaning to it. This perception is measured using three indicators by (Kusumawati and Hayuningtyas., 2022) : (1) price affordability, (2) price conformity with product quality, and (3) price conformity with product benefits.

### **Purchasing Decisions**

According to (Kusumawati and Hayuningtyas., 2022), a purchase decisions is a process of selecting one action from several available alternatives. (Amalia and Rivai., 2022) state that consumer purchase decisions begin with an evaluation process conducted by the consumer when determining which product or service to buy. This evaluation is the result of a cognitive process that ultimately leads the consumer to take action in purchasing the product or service. The purchase decision is measured using four indicators (Amalia & Rivai, 2022): (1) perceived need, (2) pre-purchase activities, (3) behavior during product use, and (4) post-purchase behavior.

## **RESEARCH METHOD**

This study employs a quantitative approach. It utilizes ordinal scales, and the measurement of attitudes is conducted using a Likert scale. The Likert scale, introduced by Rensis Likert in 1932, is widely recognized as one of the most commonly used methods in quantitative research for measuring respondents' attitudes, perceptions, and opinions. It

assigns values within a specific range, typically from 1 to 5 or 1 to 7. In this study, the researcher applies a 5-point Likert scale.

According to (Sugiyono., 2023), a population is defined as the entire group of elements that will be the scope of generalization. The population in this study comprises all residents of Surabaya City. As stated by (Sugiyono., 2023), a sample is a portion of the population that represents its characteristics. The sampling technique employed in this research is non-probability sampling, specifically using a purposive sampling approach. To determine the required sample size, the number of indicators is multiplied by 5 to 10 times the number of parameters to be estimated. With 15 indicators and 7 parameters in this study, the minimum sample size needed is  $15 \times 7 = 105$  respondents.

The data collection technique utilized in this research is a questionnaire, distributed online to respondents who have previously purchased an EcoBag at Indomaret in Surabaya City. The data collected were then analyzed using SmartPLS version 4.0 software.

## RESULTS AND DISCUSSION

This section presents the results of the conceptual model testing that was previously formulated and discusses the relationships between green marketing, environmental awareness, and price perception on EcoBag purchase decisions at Indomaret in Surabaya City.

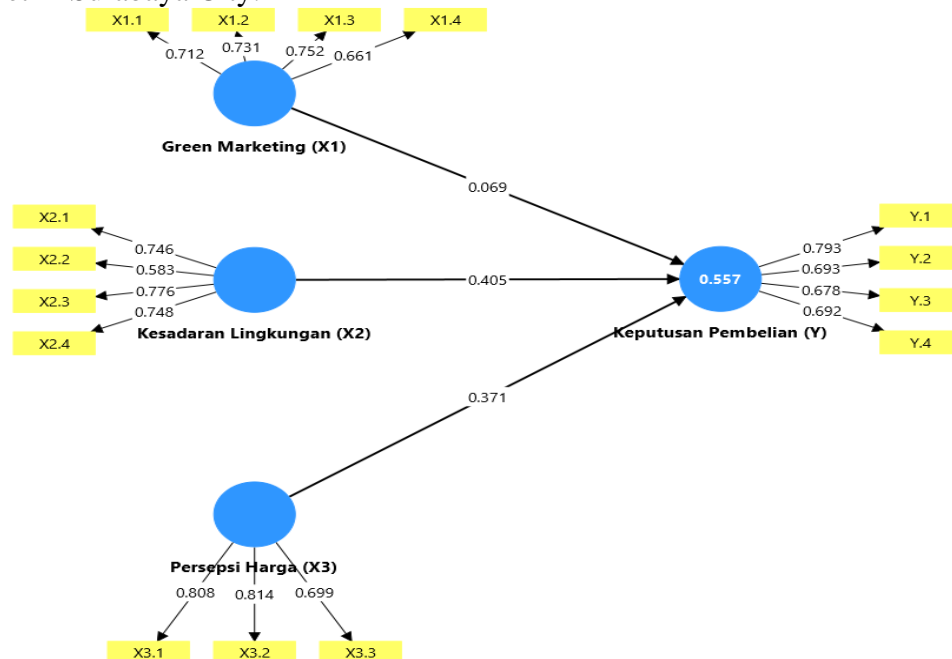


Figure 1

### Conceptual Model of Track Diagram

The figure above illustrates the conceptual PLS model, showing the factor loading values for each indicator of the research variables. Additionally, the figure displays the path coefficient values, which are located in the middle of the arrows pointing from the independent variables to the dependent variable. The values within the circles of the independent variables represent the R-square values in this study.

### Convergent Validity Test

Convergent validity is measured through the correlation between the latent variable scores and their reflective indicator scores. The figure above shows that all indicators have values > 0.5, indicating that all indicators are valid as they meet the required threshold and demonstrate good convergent validity.

### Discriminant Validity Test

Discriminant validity evaluation is conducted by measuring the cross-loading between reflective indicators and latent variables. If the cross-loading value of an indicator on its associated latent variable is greater than its cross-loading values on other latent variables, then the indicator is considered valid.

**Table 1**  
**CrossLoading**

	<b>Green Marketing (X1)</b>	<b>Environmental Awareness (X2)</b>	<b>Price Perception (X3)</b>	<b>Purchasing Decision (Y)</b>
<b>X1.1</b>	<b>0.712</b>	0.485	0.542	0.470
<b>X1.2</b>	<b>0.731</b>	0.497	0.493	0.435
<b>X1.3</b>	<b>0.752</b>	0.533	0.497	0.483
<b>X1.4</b>	<b>0.661</b>	0.559	0.469	0.376
<b>X2.1</b>	0.540	<b>0.746</b>	0.427	0.478
<b>X2.2</b>	0.483	<b>0.583</b>	0.376	0.441
<b>X2.3</b>	0.481	<b>0.776</b>	0.381	0.496
<b>X2.4</b>	0.559	<b>0.748</b>	0.475	0.501
<b>X3.1</b>	0.437	0.381	<b>0.808</b>	0.537
<b>X3.2</b>	0.640	0.505	<b>0.814</b>	0.550
<b>X3.3</b>	0.562	0.476	<b>0.699</b>	0.424
<b>Y.1</b>	0.537	0.578	0.562	<b>0.793</b>
<b>Y.2</b>	0.387	0.478	0.379	<b>0.693</b>
<b>Y.3</b>	0.381	0.469	0.396	<b>0.678</b>
<b>Y.4</b>	0.451	0.377	0.516	<b>0.692</b>

Referring to the data in the table above, it can be seen that each indicator of the research variables has the highest cross-loading value compared to its cross-loading values on other variables. Based on these results, the indicators in this study can be considered valid.

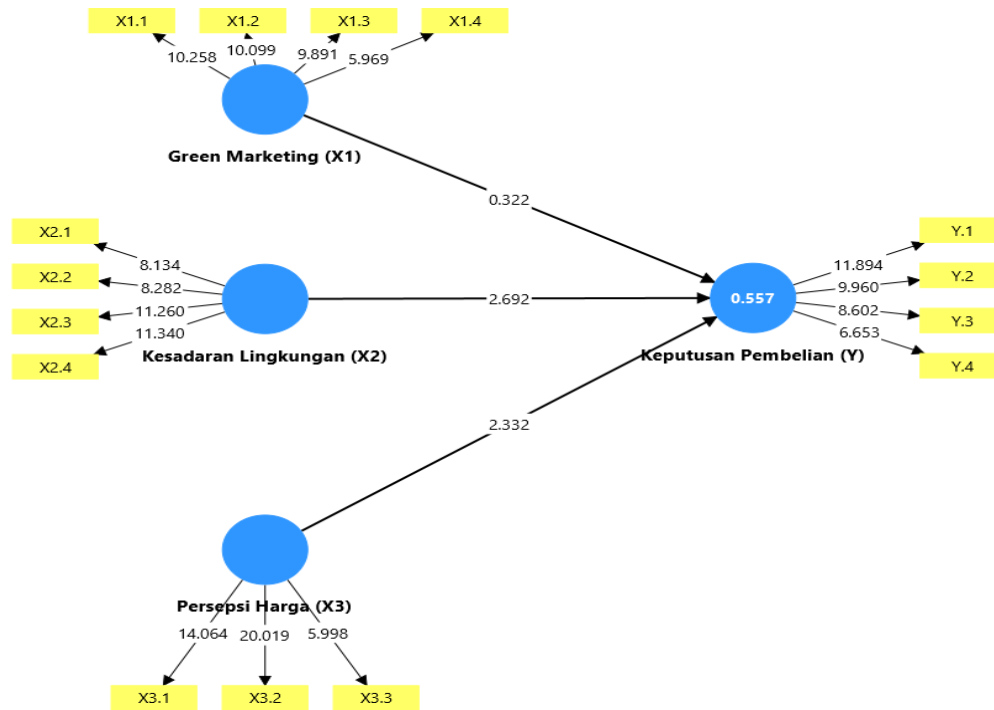
### Composite Reliability Test

**Table 2**  
**Composite Reliability**

	<b>Composite Reliability</b>
<b>Green Marketing (X1)</b>	0.807

Purchasing Decision (Y)	0.807
Environmental Awareness (X2)	0.807
Price Perception (X3)	0.818

Based on the data in the table above, all composite reliability values are above 0.7. This indicates that each variable in this study meets the required criteria and can be considered reliable.



**Figure 2**

**Track Diagram (Output Inner Model)**

The analysis of research data using the structural model is conducted to understand the relationships between latent variables and other variables. The following is the structural model used to determine the significance values through bootstrapping.

The inner model testing can be identified through the R-square values in the equations between latent variables. The following table presents the R-square values obtained in this study:

**Table 3**  
**R-Square**

	<b>R-square</b>
<b>Purchasing Decision (Y)</b>	0.557

Based on the table above, the R-square value in the structural model indicates the extent to which the independent variables in the model explain the dependent variable. The R-square value for the purchase decision variable is 0.557. This means that green marketing, environmental awareness, and price perception contribute 0.557 or 55.7% to the purchase

decision. The remaining 0.443 or 44.3% is influenced by other variables outside of green marketing, environmental awareness, and price perception.

**Table 4**  
**Path Coefficient**

	<b>Original sample (O)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Information</b>
<b>Green Marketing (X1) -&gt; Purchase Decisions(Y)</b>	0.069	0.322	0.748	Positive but not significant
<b>Environmental Awareness (X2) -&gt; Purchase Decisions (Y)</b>	0.405	2.692	0.007	Positive and significant
<b>Price perception (X3) -&gt; Purchase Decisions (Y)</b>	0.371	2.332	0.020	Positive and significant

The results indicate that all three hypotheses are accepted. Green marketing has a positive but not significant effect on ecobag purchase decisions at Indomaret in Surabaya City (Path coefficient = 0.069; T-statistic = 0.322 < 1.96; p-value = 0.748 > 0.05). In contrast, environmental awareness shows a positive and significant influence (path coefficient = 0.405; T-statistic = 2.692 > 1.96; p-value = 0.007 < 0.05), as does price perception (path coefficient = 0.371; T-statistic = 2.332 > 1.96; p-value = 0.020 < 0.05).

**The Influence of Green Marketing on Purchasing Decisions**

The research results show that green marketing has a positive but not significant influence on ecobag purchase decisions at Indomaret in Surabaya City. This finding indicates that although green marketing strategies show a positive directional relationship, their impact is not statistically strong. The weakest contributing indicator is green promotion, which suggests that promotional efforts related to environmentally friendly products have not been carried out optimally, either through visual media or direct education by store employees.

Field observations support this finding, as promotional materials such as banners or cashier explanations about the benefits of ecobag are still rarely encountered. This proves that consumers not only need product availability but also consistent information and encouragement to support their purchase decisions. This finding aligns with previous studies (Irhamna, 2024 and Maharani, 2024), which also found an insignificant influence of green marketing, with the weakest indicator being green price. Consumers have not fully responded to the premium pricing of environmentally friendly products as an added value.

Based on this study, next finding shows that students exhibit a higher interest in purchasing Ecobags compared to other occupational groups such as private employees, entrepreneurs, or housewives. This may be due to the higher level of environmental awareness among students, who are generally more exposed to sustainability issues through formal education, campus environmental campaigns, and social media. In addition, students tend to be more responsive to eco-friendly lifestyle trends and have a stronger sense of social responsibility toward environmental issues. Meanwhile, respondents from other occupational backgrounds may place greater emphasis on practicality or price, and have not yet fully prioritized environmental aspects in their purchasing decisions.

These findings indicate that green marketing strategies need to be tailored to the characteristics of the target market. For students, an educational and value-driven approach may be more effective, while for other groups, it is important to emphasize the economic and functional benefits of environmentally friendly products such as Ecobag.

### **The Influence of Environmental Awareness on Purchasing Decisions**

Based on the data analysis, environmental awareness has a positive and significant influence on purchase decisions. This indicates a direct relationship between environmental awareness and consumers' decisions to buy EcoBag. In other words, the greater the public's environmental awareness, the more likely they are to make environmentally responsible purchasing decisions, particularly in choosing EcoBag at Indomaret in Surabaya.

The strongest factor loading within the environmental awareness variable is the indicator related to awareness and seriousness toward environmental issues. This finding aligns with the reality in Surabaya, where public concern for environmental issues is growing. The implementation of single-use plastic bans and support from modern retailers like Indomaret—by offering EcoBag—have reinforced the plastic-free movement and shifted consumer behavior toward more sustainable practices. These findings also support previous research by (Lestari., 2023) and (Estyani et al., 2024), which found that environmental awareness significantly influences purchase decisions.

Based on this study, the next finding shows that respondents aged 18–24 have a higher interest in purchasing EcoBags compared to other age groups such as those aged 25–34 and above 35. This is most likely due to the high exposure of younger individuals to environmental information and campaigns, both through formal education and digital media such as social media. In addition, the younger generation tends to be more open to lifestyle changes and is more inclined to follow eco-friendly trends as a form of expressing values and personal identity. On the other hand, older age groups tend to have more established consumption habits and are more likely to consider practicality or economic factors when making purchasing decisions. Therefore, educational and digital-based approaches may be more effective in targeting younger consumers, while for older age groups, it is important to emphasize the long-term benefits and efficiency of using environmentally friendly products such as EcoBags.

### **The Influence of Price Perception on Purchasing Decisions**

The data analysis results show that price perception has a positive and significant influence on purchase decisions. This indicates clear relationship: the better the consumer's price perception, the stronger their purchasing decisions toward ecobag at Indomaret in Surabaya City. The analysis further reveals that the strongest factor loading within the price perception variable is the indicator related to the alignment between price and product quality. This suggests that consumers believe the price of EcoBags offered is justified by the quality they receive.

Field observations support this finding. Although the price of EcoBag is relatively higher than that of single-use plastic bags, many consumers still choose to purchase them. This is largely because they perceive the higher cost as being offset by better durability and greater environmental benefits. These findings provide additional empirical support and reaffirm previous studies by (Ummat & Hayuningtyas., 2022) and (Rachmadani & Soebiontoro., 2022), which also found that price perception significantly influences purchasing decisions.

Based on this study, the next finding shows that female respondent have a higher interest in purchasing ecobag compared to male respondents. This may be due to the fact that women are often more active in managing household affairs and making decisions related to daily product purchases, including environmentally friendly products. In addition, women tend to be more concerned about family health and environmental sustainability; thus, they are more motivated to choose products that support a sustainable lifestyle. Conversely, male respondents may place more emphasis on functional aspects and price in general without specifically focusing on environmental values. Therefore, marketing strategies that highlight health and sustainability benefits may be more effective in attracting female consumers, while approaches emphasizing efficiency and practicality can be used for the male segment.

## CONCLUSION

Based on the research findings, it can be concluded that consumers purchasing decisions toward environmentally friendly products such as ecobag are influenced by three main variables : green marketing, environmental awareness, and price perception- each demonstrating varying degrees of influence. The green marketing strategy implemented by Indomaret does have the potential to shape consumer preferences; however, its implementation remains suboptimal, particularly in promotional aspects that lack intensity and fail to convey environmental messages effectively. As a result, ecobags are not yet fully perceived as a value-added option in the decision-making process. On the other hand, environmental awareness emerges as a more prominent factor in shaping purchasing behavior. Consumers who understand the negative impacts of plastic usage tend to adopt more responsible consumption habits and consider sustainability aspects when choosing products. Meanwhile, price perception also becomes a crucial consideration; consumers are more likely to make purchases if they perceive the price of an ecobag as proportional to the benefits received, whether in terms of quality, durability, or its contribution to environmental preservation. Therefore, enhancing consumer understanding of sustainability values, accompanied by more effective message delivery and appropriate pricing strategies, can serve as key steps in encouraging more environmentally conscious purchasing behavior.

The contribution of this study is to provide a deeper understanding of the factors that influence consumer purchasing decisions regarding environmentally friendly products in the modern retail sector, particularly at Indomaret. The findings of this research can serve as a basis for business actors in designing more effective marketing strategies to encourage sustainable consumption behavior. Additionally, this study reinforces the importance of environmental education in shaping consumer awareness. The limitation of this research lies in the scope of the variables examined, which only include three main factors—green marketing, environmental awareness, and price perception. In reality, there are other potential factors that may also influence consumer purchasing decisions, such as social influence, personal values, or product accessibility, which were not included in the analysis. Furthermore, the use of closed-ended questionnaires may have limited respondents in expressing their views or experiences more deeply. Therefore, future research is recommended to adopt a longitudinal approach and qualitative methods in order to explore

more comprehensively and dynamically the consumer behavior toward environmentally friendly products.

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