

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179–211.
- Akbar, M. A., Khotimah, K., Pasolo, F., & Labo, I. A. (2019). Electroniv Worf Of Mouth (e-WOM)Pengaruhnnya Terhadap Purchase Intention Melalui Brand Image Pada Smartphone Xoaomi (Studi Pada Mahasiswa di Kota Jayapura). *Prosiding Industrial Research Workshop and National Seminar*, 10(1), 938–954.
- Akroush, M. N., Zuriekat, M. I., Al Jabali, H. I., & Asfour, N. A. (2019). Determinants of purchasing intentions of energy-efficient products: The roles of energy awareness and perceived benefits. *International Journal of Energy Sector Management*, 13(1), 128–148.
- Alicia, N. (2018). *Sampah Sedotan Plastik Mengancam Bumi, Berbagai Pihak Mulai Berbenah*. Diambil dari <https://nationalgeographic.grid.id/read/13941728/sampah-sedotan-plastik-mengancam-bumi-berbagai-pihak-mulai-berbenah?page=all>
- Anto, G. (2018). *##NoStrawMovement : Larangan Penggunaan Sedotan Plastik*. Diambil dari <https://www.namalonews.com/2018/11/26/no-straw-movement-larangan-penggunaan-sedotan-plastik/>
- bps.go.id. (2018). Laporan Indeks Perilaku Ketidakpedulian Lingkungan Hidup Indonesia 2018.
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812.
- Dharmmesta, B. S., & Handoko, T. H. (2012). Manajemen Pemasaran Analisis Perilaku Konsumen, edisi Pertama. Penerbit: BPFE, Yogyakarta.
- Dobre, C., Dragomir, A., & Preda, G. (2009). Consumer Innovativeness: A Marketing Approach. *Management & Marketing*, 4(2).
- Farzana Quoquab, Nor Liza Abdullah, J. M. (2016). Investigating the Effects of Consumer Innovativeness, Service Quality and Service Switching Costs on Service Loyalty in the Mobile Phone Service Context. *Gadjah Mada International Journal of Business*, 18, 21–53.
- Fatimah. (2019). *Ubah Gaya Hidup dengan Ganti Sedotan Stainless Steel, Lebih Aman dari Sedotan Plastik*. Diambil dari <https://aceh.tribunnews.com/2019/01/27/ubah-gaya-hidup-dengan-ganti-sedotan-stainless-steel-lebih-aman-dari-sedotan-plastik>
- Hair JR, Joseph F., Black, William C., Babin, Barry J., Anderson, R. E. (2010).

Multivariate Data Analysis, Seventh Edition. (New Jersey: Pearson).

- Ho, C.-H., & Wu, W. (2011). Role of innovativeness of consumer in relationship between perceived attributes of new products and intention to adopt. *International journal of electronic business management*, 9(3), 258.
- Irfan, F., & Khiriyah, S. (2013). Faktor-faktor yang Mempengaruhi Niat Konsumen untuk Membeli Produk Hijau (Studi pada Wanita di Kota Solo). *Fokus Manajerial (Jurnal Manajemen & Kewirausahaan)*, 12(1), 12–22.
- Jambeck, J. R., Geyer, R., Wilcox, C., Siegler, T. R., Perryman, M., Andrady, A., ... Law, K. L. (2015). Plastic waste inputs from land into the ocean. *Science*, 347(6223), 768–771.
- Khazaei, H. (2019). The Influence of Personal Innovativeness and Price Value on Intention to Use of Electric Vehicles in Malaysia. *European Online Journal of Natural and Social Sciences*, 8(3), pp-483.
- Kim, J., Shin, B., and Lee, H. (2013). The mediating role of psychological contract breach in IS outsourcing: inter-firm governance perspective. *European Journal of Information Systems*, 22(5)(Governing IT in inter-organizational), 529–547.
- Kompasiana.com. (2019). *Sampah Plastik Bukan Masyarakat dan Lingkungan. Diambil dari* https://www.kompasiana.com/mahisha_icha/5ddb517f097f36146e5a61d2/sampah-plastik-bukan-masyarakat-dan-lingkungan?page=all
- kotler, P. and K. L. K. (2016). *Marketing Management 15e New Jersey: Person Prentice Hall, Inc.*
- Latan, hengky. (2012). *Struqtual Equation Modeling Konsep dan Aplikasi Menggunakan Program Lisrel 8.80*, (Bandung: Alfabeta).
- Lim, H., & Park, J.-S. (2013). The effects of national culture and cosmopolitanism on consumers' adoption of innovation: A cross-cultural comparison. *Journal of International Consumer Marketing*, 25(1), 16–28.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability*, 8(10), 1077.
- Malhotra. (2010). *Marketing Reasearch An Applied Orientation. 6th ed., (USA: Perason Education Inc., 2010).*
- Mamahit, M. V., Kalangi, J. B., & Pandowo, M. H. C. (2019). Analyzing Purchase Intention Of Tumbler by Millenial Generation In Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(7).
- Maskur, A., Tjahjaningsih, E., & Saeroji, A. (2015). Pengaruh Norma Subjektif Dan Kontrol Perilaku Yang Dipersepsikan Terhadap Niat Pinjam KUR Mikro (Studi Pada Nasabah BRI di Pati). *Proceeding Fakultas Ekonomi*.

- Morton, C., Anable, J., & Nelson, J. D. (2016). Exploring consumer preferences towards electric vehicles: The influence of consumer innovativeness. *Research in transportation business & management*, 18, 18–28.
- Mustafa Zainal, Wijaya Tony. (2012). *Panduan Teknik Statistik SEM & PLS dengan SPSS AMOS, Konsep Dasar SEM dan PLS, Pengenalan AMOS dan SmartPLS, Contoh dan Penerapan SPSS AMOS dan SmartPLS*, (Yogyakarta: Cahaya Atma Pustaka),.
- Muzaffar, N. (2015). Developing an extended model of theory of planned behavior to explore green purchase behavior of Pakistani consumers. *American Journal of Business and Management*, 4(2), 85–101.
- Nasution, M. F. R. (2014). Pengaruh promosi dan harga terhadap minat beli perumahan obama PT. Nailah Adi Kurnia SEI Mencirim Medan. *Jurnal Ilmiah Manajemen dan Bisnis*, 14(2).
- Nikdavoodi, J. (2013). *The Impact of Attitude, Subjective Norm and Consumer Innovativeness on Cosmetic Buying Behavior*.
- Nilasari, N. P. H., & Kusumadewi, M. W. (2016). Peran sikap dalam memediasi pengaruh kepedulian lingkungan terhadap niat beli kosmetik hijau merek The Body Shop. *E-Jurnal Manajemen*, 5(1).
- Nurfi. (2019). *No TEco-Friendly, Ini 6 Kelebihan Saat Kamu Pakai Sedotan Stainless Steel*. Diambil dari <https://www.idntimes.com/life/inspiration/nurfi/6-kelebihan-saat-kamu-pakai-sedotan-stainless-steel-c1c2/full>
- Nurhenu, K. (2011). No Title. *Bahaya Plastik*, 03, 6.
- Pande, M. (2014). *PEDULI LINGKUNGAN: Pemerintah Harus Memberi Contoh Kepada Masyarakat*.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, 29, 123–134.
- Peštek, A., Agic, E., & Cinjarevic, M. (2018). Segmentation of organic food buyers: An emergent market perspective. *British Food Journal*, 120(2), 269–289.
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. (Yogyakarta: Gava Media).
- Puput Tripeni Juniman. (2019). Gerakan Tanpa Sedotan, Cara Baru Kurangi Sampah Plastik. *CNN Indonesia*.
- Rašković, M., Ding, Z., Škare, V., Došen, Đ. O., & Žabkar, V. (2016). Comparing consumer innovativeness and ethnocentrism of young-adult consumers. *Journal of Business Research*, 69(9), 3682–3686.
- santoso, singgih. (2011). *Structural Equation Modeling (SEM), Konsep dan*

- Aplikasi dengan AMOS 18*”, (Jakarta : PT Elex Media Komputindo).
- Sanusi. (2011). *Metodologi Penelitian Bisnis*. (Jakarta: Salemba Empat),.
- Schiffman, L. dan L. L. K. (2013). *Consumer behavior* (8th editio).
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Setyawan, A., Noermijati, N., Sunaryo, S., & Aisjah, S. (2018). Does Green Product Consumption Gendered? Investigating Among Millennials in an Emerging Market. *KnE Social Sciences*.
- Sofiani, S. S., & Saefuloh, D. (2019). Penggerak Niat Perilaku Pembelian Produk Fesyen Ramah Lingkungan dengan Teori Perilaku yang Direncanakan. *Prosiding Industrial Research Workshop and National Seminar*, 10(1), 767–776.
- Strutton, H. D., Lumpkin, J. R., & Vitell, S. J. (2011). An applied investigation of Rogers and Shoemaker’s perceived innovation attribute typology when marketing to elderly consumers. *Journal of Applied Business Research (JABR)*, 10, 118–131.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D*.
- Suryabrata, Sumadi. (2004). *Metodologi Penelitian*, (Jakarta: Raja Grafindo Persada).
- Tonpradit, P., Lertbuasin, S., & Tresirichod, T. (2017). A Study on the impact of consume innovativeness to purchase intention of battery electric car in thailand. *JOURNAL OF GLOBAL BUSINESS REVIEW*, 19(2), 9–22.
- Tu, J.-C., & Yang, C. (2019). Key Factors Influencing Consumers’ Purchase of Electric Vehicles. *Sustainability*, 11(14), 3863.
- Utami, R. D., Gunarsih, T., & Aryanti, T. (2014). Pengaruh Pengetahuan, Kepedulian dan Sikap pada Lingkungan Terhadap Minat Pembelian Produk Hijau. *Media Trend*, 9, 2.
- Vandecasteele, B. (2009). *Motivated Consumer Innovativeness: concept, measurement and validation*. (0).
- Wikamorys, D. A., & Rochmach, T. N. (2017). Aplikasi Theory of Planned Behavior dalam Membangkitkan Niat Pasien untuk Melakukan Operasi Katarak. *Jurnal Administrasi Kesehatan Indonesia (JAKI) | Indonesian Journal of Health Administration (IJHA)*, 5(1), 32–40.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers’ green purchase behavior in a developing nation: Applying and extending the theory of planned

behavior. *Ecological Economics*, 134, 114–122.

