



Determinants of Intention to Purchase Ecologically Friendly Products According to the Theory Planned of Behavior (Study on Students of University of Darussalam Gontor)

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ABSTRACT

The purpose of this research is to analyze the influence of attitudes, subjective norms, and perceived behavioral control with seven intrinsic factors that support the three variables, namely attractiveness, belief, parental support, peer support, family cultural background, self-desire, and self-confidence on students' intention in purchasing ecologically friendly products. The research method used is a quantitative method with data collection techniques using a questionnaire that contains a 5-point Likert scale. The research sample consists of 74 students from Universitas Darussalam Gontor Mantingan Campus 2. The data processing technique in this study was carried out using E-Views 12 software and analyzed using multiple linear regression techniques. The results of this study indicate that based on the analysis of the Theory of Planned Behavior (TPB) regarding students' intention in purchasing ecologically friendly products, there is a significant simultaneous effect. Partially, the six intrinsic factors, namely attractiveness, belief, parental support, peer support, family cultural background, and self-desire does not significantly influence the intention in purchasing ecologically friendly products. On the other hand, only self-confidence as an intrinsic factor of perceived behavioral control significantly influences the intention in purchasing ecologically friendly products.

ABSTRAK

Tujuan dari penelitian ini ialah untuk menganalisis atau menentukan pengaruh sikap, norma subyektif, dan kontrol perilaku yang dipersepsikan dengan tujuh faktor intrinsik yang mendukung ketiga variabel yaitu kebermanarikan, kepercayaan, dukungan orang tua, dukungan teman sejawat, latar belakang budaya keluarga, keinginan diri, dan keyakinan diri terhadap minat mahasiswa Universitas Darussalam Gontor untuk membeli produk ramah lingkungan. Metode penelitian yang digunakan ialah metode kuantitatif dengan teknik pengumpulan data menggunakan kuesioner yang berisi 5 skala Likert. Sampel penelitian adalah 74 mahasiswa di Universitas Darussalam Gontor Mantingan Kampus 2 yang ditentukan dengan rumus Slovin. Adapun teknik pengolahan data dalam penelitian ini dilakukan menggunakan software E-Views 12 dan dianalisis dengan menggunakan teknik regresi linier berganda. Adapun hasil dari penelitian ini menunjukkan bahwa berdasarkan analisis Teori Perilaku Terencana (TPB) terhadap minat mahasiswa untuk membeli produk ramah lingkungan secara simultan berpengaruh signifikan. Secara parsial, keenam faktor intrinsik terhadap minat beli produk ramah lingkungan yakni kebermanarikan, keyakinan, dukungan orang tua, dukungan teman sejawat, latar belakang budaya keluarga dan keinginan diri tidak memiliki pengaruh

signifikan terhadap minat beli produk ramah lingkungan. Disisi lain, hanya faktor intrinsik kepercayaan diri yang memiliki pengaruh signifikan terhadap minat beli produk ramah lingkungan.



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INTRODUCTION

The increasing industry worldwide is impacting the excessive use of natural resources. Meeting excessive demand for goods and services can lead to environmental damage. A lot of plastic waste is scattered everywhere, causing global warming, depletion of the ozone layer, and pollution in the seas and rivers. People in developed and developing countries are becoming aware that environmental conditions are deteriorating, and they have decided to initiate green or ecologically friendly movements to preserve the environment. According to data from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), the volume of plastic waste in Indonesia reaches 64 million tons per year. Indonesia disposes of 3.1 million tons of waste into the ocean, making it the second-largest contributor to marine plastic pollution globally, following China. For three years, the country produced 187.2 million tons of plastic waste, while the bamboo curtain country produced 262.9 million tons of plastic waste in the ocean. Due to the lack of adequate systematic management in Indonesia, there is still a significant amount of plastic waste that has not been properly managed to this day. (Yulkardi, 2024)

Products that do not excessively deplete natural resources and can be used sustainably are called environmentally friendly or eco-friendly. These products are made from materials that do not pollute the environment, are recyclable, save more energy, reduce pollution, and do not generate a lot of waste. A lot of information about the environment circulating can influence customers' choices to buy certain items, especially children, as they tend to receive good and quick information about social and environmental issues. Currently, the majority of customers use their own shopping bags, accounting for 69.8 percent of the total. As many as 56.2 percent of customers purchase eco-friendly products, and 46.4 percent of customers collect empty product packaging for recycling. (Riski, 2024)

Consumers need to be aware of ecologically friendly components, and companies should provide clear information and services to help them learn and apply their knowledge about the environment. Consumers who prioritize nature and environmental preservation often exhibit a favorable attitude toward eco-friendly products and activities that align with these values. If consumers are aware of ecologically friendly products, their intention in purchasing those products will remain. (Adil, 2020) A person's attitude towards the product and their level of trust in the quality of ecologically friendly products determine their buying intention. (Castro, 2024) Previous studies have examined consumers' desire to purchase ecologically friendly products. However, some studies focus more on consumer knowledge about ecologically friendly products. Researchers want to find out whether students at Darussalam Gontor University engage in green movements specifically, and they also want to understand what drives students' intention in purchasing ecologically friendly products.

Attitude, subjective norms, and perceived behavioral control can serve as motivations for purchasing ecologically friendly products. In this study, the roles of attitudes, subjective norms, and perceived behavioral control on purchase intention are linked to the Theory of Planned Behavior, according to Ajzen. This theory emphasizes the rationality of human behavior and the belief that individual consciousness holds authority over behavioral targets. (Ajzen, 1991) According to this theory, a person's behavior is driven by their intention to act, and several internal factors influence that intention. The theory of planned behavior is used in this research to explain whether attitudes, subjective norms, and perceived behavioral control can affect a person's behavior when purchasing ecologically friendly products.

Attitude towards behavior is defined as the feelings of consumers, whether positive or negative, that are beneficial or detrimental towards an object after they evaluate that object. The more objects that are evaluated, the more attitudes are formed. If consumers have a positive attitude towards a certain behavior, they are more

likely to make a purchase, while a negative attitude diminishes consumers' tendency to be cautious. Attitude is the degree to which a person has a favorable or unfavorable evaluation or assessment of a particular behavior. Attitude is a learned tendency of an individual to engage and respond consistently towards favorable or unfavorable attitudes. The attractiveness and belief of consumers towards a product can be said to be aspects that drive the existence of attitudes. (Ekawati, 2022)

Subjective norms are normative beliefs that represent the expectations of others. This is defined as an individual's motivation to pursue personal expectations that are personally significant, such as those from peers, superiors, relatives, and family. According to Ajzen, subjective norm is a person's belief that certain individuals or groups approve or disapprove of displaying a particular behavior, or that social references are involved or not involved in it. Normative pressure is more directed towards family, partners, and close friends. If consumers perceive a certain product as good, they are more likely to purchase it. Social approval from family, friends, and close acquaintances also family cultural background can influence an individual's decision-making. In other words, social influence plays an important role in the use of products and services. (Kurniawan, 2020)

Perceived behavioral control refers to the perception of whether a behavior can be controlled by the individual, such as the extent to which an individual is expected to be able to manage certain behaviors. Behavioral control reflects the difficulty an individual may face in utilizing specific means and opportunities to engage in a particular behavior. (Ekawati, 2022) When a person's behavioral intention increases because they believe they have abundant resources in the form of money, skills, and time, they have a higher perception of control. Therefore, when consumers feel they have more control over purchasing ecologically friendly products, they are more willing to buy those products. There are two intrinsic factors in perceived behavioral control namely self desire and self confidence.

In line with the research by Elistia Elistia, which concluded that attitudes, subjective norms, perceived behavioral control, and environmental concern have a significant influence on the purchasing intention in ecologically friendly products. The positive influence means that the higher a person's attitudes, subjective norms, perceived behavioral control, and environmental concern, the greater their intention in purchasing ecologically friendly products. (Nurma, 2023) In another study conducted by Maharani Mega and Istyakara Muslichah, it was found that two variables significantly influence the purchase intention in ecologically friendly products, while two other variables do not have a significant effect on the purchase intention in these products. The influencing variables are perceived behavioral control and environmental awareness, while the variables that do not have an effect are attitudes and subjective norms. (Muslichah, 2022)

Researchers want to investigate the relationship between intrinsic factors of attitudes, subjective norms, and perceived behavioral control with students' intentions to purchase ecologically friendly products due to the phenomenon related to students' desire to buy such products. This is intended because individuals who have positive attitudes, subjective norms, and perceived behavioral control towards the environment can be said to tend to desire to purchase ecologically friendly products. Previous research only discussed one product, but this study examines the phenomenon of the intention to purchase ecologically friendly products made from safe components, free from toxic materials, easy to recycle, and capable of reducing the use of single-use plastics.

In a brief overview of the background, several prior studies have focused on variables of theory planned of behavior. However, to date, there has been no specific research addressing in intrinsic factors of attitude, subjective norms, and perceiver behavioral control. This research aims to determine the influence of attractiveness, belief, parental support, peer support, family cultural background, self-desire, and self-confidence on the intention in purchasing ecologically friendly products.

RESEARCH METHOD

This research is quantitative research with the data analysis technique being multiple linear regression analysis using E-Views 12 application to observe the influence between independent variables and dependent variables. The data collection technique used is through a questionnaire consisting of questions given to respondents to be filled out according to their actual circumstances. This questionnaire uses a Likert scale, which is designed to measure attitudes in a research study (Sugiyono, 2019). The Likert scale consists of five levels of response preferences from strongly disagree until strongly agree.

The population is the area of generalization that consists of objects or subjects that possess certain qualities and characteristics, which are applied by the researcher for study and subsequently lead to conclusions. The population in this study consists of 283 respondents from the female students at Darussalam Gontor University Campus 2. A sample is a portion of the characteristics possessed by a population to facilitate researchers in conducting their studies. For sampling, the researcher decided to use probability sampling with

the technique of proportionate stratified random sampling, which is a method of sampling from the population members using random selection without considering the strata within the population, while still adhering to the standards suitable for respondents. (Sinaga, 2020) The sample is taken using Slovin's formula as follows. The sample that will be respondents in this study is adjusted to 74 individuals, or about 26.1% of all female students of Darussalam Gontor University Campus 2

RESULT AND DISCUSSION

Reliability Test

Reliability serves as a measure for evaluating the consistency of a questionnaire, which reflects a variable or construct. A questionnaire is deemed reliable if an individual's responses to its items remain stable over time. Here are the results of the reliability test for all variables using 74 samples to measure reliability.

Table 1. Reliability Test

Cronbach's Alpha	N of items
0.911	8

Source: Data processed with E-Views 12, 2024

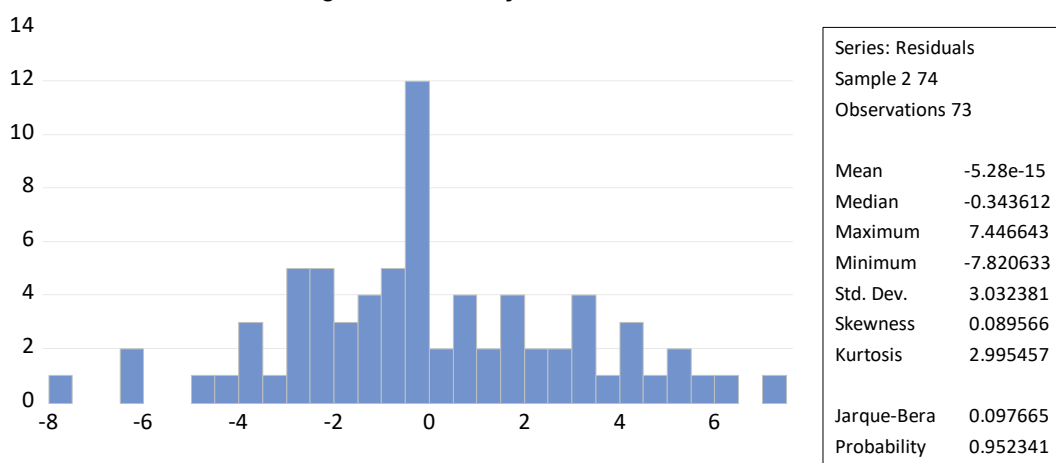
Based on the table 1, it is known that the alpha coefficient values of the variables studied show diverse results, and the variable produces a Cronbach's Alpha greater than 0.60 which is 0.911. Therefore, it can be concluded that all the variables used in this study are reliable.

Classical Assumption Test

Normality Test

The normality test aims to examine whether the regression model, disturbance variable, or residuals have a normal distribution. The normality test can be conducted by observing the probability value from the Jarque-Bera test. The decision-making basis in the normality test is if the Jarque-Bera probability more than 0.05 means normally distribute and if the Jarque-Bera probability less than 0.05 means not normally distributed.

Figure 1: Normality Test Results of Real Data



Source: Data processed with E-Views 12, 2024

Based on the results of the normality test in the image above, it can be seen that the Jarque-Bera probability value is 0.952, and this value is greater than 0.05. Therefore, it can be concluded that overall, the data in this study is normally distributed.

Multicollinearity Test

The multicollinearity test is necessary to detect the presence of multicollinearity problems, which can be done by examining the Variance Inflation Factor (VIF) values and the correlation magnitude among independent variables.

Table 2. Multicollinearity Test

Variance Inflation Factors
 Included Observations:74

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	9.593079	68.75341	NA
X1.1	0.035687	125.8138	2.17574
X1.2	0.060375	134.1739	2.796785
X2.1	0.067265	130.9821	3.734922
X2.2	0.048361	91.69801	3.119367
X3.1	0.05134	57.04251	1.981095
X3.2	0.037301	75.94871	2.379174
X3.3	0.060818	117.1568	2.686455

Source: Data processed with E-Views 12, 2024

Based on the table 2, it can be seen that the coefficients of each independent variable have VIF values of less than 10, namely the attractiveness variable at 2.940, the confidence variable at 3.590, the parental support variable at 4.058, the peer support variable at 2.846, the family background variable at 2.370, the self-desire variable at 2.236, and the self-confidence variable at 3.727. It can be concluded that the multiple linear regression model does not exhibit multicollinearity between the dependent variable and the other independent variables, thus it can be used in this research.

Heteroskedasticity Test

The purpose of the heteroskedasticity test is to examines whether there is a variation in the residuals across different observations in a regression model. If the residuals' variance remains constant from one observation to another, it suggests homoscedasticity, it is referred to as homoscedasticity, and if it differs, it is called heteroscedasticity. A good regression model is one that does not exhibit heteroscedasticity. Heteroskedasticity indicates that the variability of a variable is not the same for all observations. The heteroscedasticity test in this study was conducted using the Glejser test. If the correlation coefficient of each independent variable is significant at a significance level below 5% (0.05), this indicates the presence of heteroscedasticity. Conversely, if the significance value is above 5% (0.05), it indicates the absence of heteroscedasticity.

Heteroskedasticity Test: Glejser

Table 3. Heteroskedasticity Test

F-Statistics	0.56723	Prob. F(7,65)	0.7798
Obs*R-Squared	4.202581	Prob. Chi-Square (7)	0.7562

Source: Data processed with E-Views 12, 2024

Based on the table 3, it can be concluded that the significance value of obs*R-squared, which is 0.7562, is greater than 0.05, indicating that there is no indicates the presence of heteroscedasticity problem in the model, and thus the data can be used for research.

Autocorrelation Test

The autocorrelation test aims to determine whether there is a correlation between the disturbance variable at a certain period and the previous variable. To detect the presence of autocorrelation in this study, the Breusch-Godfrey Serial Correlation LM Test was used.

Table 4. Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test

F-Statistics	0.000607	Prob. F(1,64)	0.9804
Obs*R-Squared	0.000692	Prob. Chi-Square (1)	0.979

Source: Data processed with E-Views 12, 2024

Based on the table 4, it can be concluded that the significance value of obs*R-squared, which is 0.979, is greater than 0.05, indicating that there is no autocorrelation problem in the model, and thus the data can be used for research.

Multiple Linear Regression Test

Multiple linear regression analysis is utilized to assess the impact of independent variables on the dependent variable. The testing of the requirements for multiple linear regression analysis that has been conducted previously findings demonstrate that the variables meet the necessary requirements and classical assumptions. The research proceeded with significance testing of the model and interpretation of the regression outcomes.

Table 5. Multiple Linear Regression Test

Variable	Coefficient	t-Statistic	Prob.
C	-2.271	-0.733	0.466
X1.1	0.280	1.484	0.1425
X1.2	0.230	0.939	0.3508
X2.1	0.106	0.409	0.6834
X2.2	0.166	0.755	0.4529
X3.1	0.178	0.787	0.4339
X3.2	0.124	0.645	0.5209
X3.3	1.018	4.13	0.0001

Source: Data processed with E-Views 12, 2024

Based on the results obtained from the regression coefficients above, a regression equation can be formulated as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + e$$

$$Y = -0,661 + 0,117 + 0,498 + 0,300 - 0,023 + 0,304 - 0,084 + 0,921 + e$$

From the equation above, it can be explained that:

1. The value of the constant in the multiple linear equation shows a figure of -0.661. It can be said that if the independent variable increases by one unit on average, then the dependent variable will decrease by -0.661.
2. The value of the regression coefficient (b1) is 0.117, indicating that if the variable of attractiveness increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will increase the profitability value by 0.117 units.
3. The value of the regression coefficient (b2) is 0.498, indicating that if the belief variable increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will increase the profitability value by 0.498 units.

4. The value of the regression coefficient (b3) is 0.300, indicating that if the variable of parental support increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will increase the profitability value by 0.300 units.
5. The value of the regression coefficient (b4) is -0.023, indicating that if the peer support variable increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will decrease profitability by 0.023 units.
6. The value of the regression coefficient (b5) is 0.304, indicating that if the family background culture variable increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will increase the profitability value by 0.304 units.
7. The value of the regression coefficient (b6) of -0.084 indicates that if the variable of self-desire increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will decrease profitability by 0.084 units.
8. The value of the regression coefficient (b7) is 0.921, indicating that if the variable of self-confidence increases by 1 unit, the coefficient of intention in purchasing ecologically friendly products will increase the profitability value by 0.921 units.

Coefficient of Determination Test

The coefficient of determination (R^2) is used to determine how well the model explains the variation of the independent variable. The value of the coefficient of determination is between zero and one. If (R^2) increases, the percentage of change in the dependent variable (Y) caused by the independent variable (X) becomes higher. If (R^2) decreases, the percentage of change in the dependent variable (Y) caused by the independent variable (X) becomes lower

Table 6. Coefficient of Determination Test

R-square	0.703613
Adjusted R-squared	0.671694

Source: Data processed with E-Views 12, 2024

Based on Table 6, it can be seen that the value of Adjusted R-Square (R^2) IS 0.671. This indicates that the independent variable can only explain 67,1% of the dependent variable. Meanwhile, the remaining 32,9% (100%-67,1%) is explained of influenced by other variables not included in this study. The result of he coefficient of determination (R^2) IS 0.671 or 67,1%, which means that the coefficient of determination of the research variable indicates a strong level of correlation.

Hypothesis Test

T-Test (Partial Test)

Partial hypothesis testing aims to determine whether there is an effect of the independent variable on the dependent variable in a partial manner.

Table 7. T-Test

Dependent Variable: Y

Included Observations: 74

Variable	Coefficient	t-Statistic	Prob.
C	-2.271	-0.733	0.466
X1.1	0.280	1.484	0.1425
X1.2	0.230	0.939	0.3508
X2.1	0.106	0.409	0.6834

X2.2	0.166	0.755	0.4529
X2.3	0.178	0.787	0.4339
X3.1	0.124	0.645	0.5209
X3.2	1.018	4.13	0.0001

Source: Data processed with E-Views 12, 2024

Based on Table 7, the results of the multiple linear regression analysis show that a Prob. (Significance) value of attractiveness, belief, parental support, peer support, family cultural background, and self desire is greater than 0.05, which means it does not have a significant effect on variable Y. The other side, self confidence has a Prob. (Significance) value is less than 0.05, which means that self confidence has a significance effect on variable Y.

F-Test (Simultaneously)

The simultaneous hypothesis testing aims to measure the effect of independent variables collectively on the dependent variable. The F-test assesses whether all independent variables in the regression model collectively influence the dependent variable. It is employed to evaluate the combined effect of all the independent variables tested at a significance level of 5% (0.05).

Table 8. F-Test

F-statistic	22.04396
Prob. (F-statistic)	0.000000

Source: Data processed with E-Views 12, 2024

Based on Table 8, it is known that the F-Statistic value is 22.04396 with a Prob. (Significance F-Statistic) value is 0.0000, which can be said to be less than 0.05. Therefore, it can be concluded that the independent variable (X) has a significant simultaneous effect on the dependent variable (Y).

DISCUSSION

Based on the data analysis results above, it can be concluded that out of the seven factors influencing the internal and external motivations of students in purchasing eco-friendly products—namely attractiveness, belief, parental support, peer support, family background, self-confidence, and self-desire—only the self-confidence variable has a significant effect on the intention to purchase eco-friendly products among students of University of Darussalam Gontor Female Campus 2, while the other variables do not have a significant effect on the intention to purchase eco-friendly products. The influence of the independent variable on the dependent variable simultaneously from the coefficient of determination test is 67.1%, and the remaining 32.9% is explained by other variables not included in this study.

Based on hypothesis test for attitude variables which is attractiveness factors, it does not affect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. This result does not align with the initial hypothesis that attractiveness influences students' purchase intention. The results of this study are in line with the research conducted by (Imari, 2020) which states that attractiveness or appeal does not influence the selection of the Sharia Economics study program. For belief factors, it does not effect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. This result does not align with the initial hypothesis that belief influences students' purchasing intention. The results of this study are in line with the research conducted by (Rumasukun, 2021) which states that belief does not influence students' career choices in the sharia financial industry.

Based on hypothesis test for subjective norms variables which is parental support, peer support, and family cultural background factors, it does not affect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. This result does not align with the initial hypothesis that parental support, peer support, and family cultural background influences students' purchase intention. The results of this study are in line with the research conducted by (Imari, 2020) which states that

parental support, peer support, and family cultural background does not influence the selection of the Sharia Economics study program.

Based on hypothesis test for perceived behavioral control variable which is self desire and self confidence. For self desire factor, it does not effect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. This result does not align with the initial hypothesis that self desire influences students' purchasing intention. The results of this study are in line with the research conducted by (Rumasukun, 2021) which states that self desire does not influence students' career choices in the sharia financial industry. On other side, only self confidence factor has a significant effect on the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. This result is consistent with the initial hypothesis that self confidence influences students' purchase intentions. The results of this study are in line with the research conducted by (Imari, 2020) which states that self-confidence affects the choice of the Sharia Economics study program.

CONCLUSION

The conclusion of this study shows that that the attractiveness and belief from attitude variable does not affect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. The parental support, peer support, and family cultural background from subjective norms variable does not affect the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Female Campus 2. Then, from perceived behavioral control variable which is self-desire does not affect the purchase intention in ecologically friendly product and self-confidence affects the purchase intention in ecologically friendly products among students of University of Darussalam Gontor Campus 2. Overall, the independent variable has a significant affect on the dependent variable simultaneously.

However, this study has limitation in research object and for future research is advised to include more relevant literature related to the research topic, should consider conducting studies that incorporate additional variables beyond this research and can expand the sample size, also expected to broaden the survey area so that the research results have a wider generalization capability.

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