DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v6i6.5916
https://creativecommons.org/licenses/by/4.0/
Received: 10 December 2025 | **Revised:** 25 December 2025 | **Accepted:** 10 January 2026

The Influence of Environmental Awareness, Consumer Attitude, and Price on Purchase Decisions of Eco-Friendly Products: A Study on Tessa Green Tissue Among Students of Universitas Muhammadiyah Surakarta

Rahmawati[1*],Tri Nur Wahyudi[2]
[1]Universita Muhammadiyah Surakarta, Surakarta, Indonesia, a210220056@student.ums.ac.id
[2]Universita Muhammadiyah Surakarta, Surakarta, Indonesia, tnw122@ums.ac.id

[*]Corresponding Author: a210220056@student.ums.ac.id[1]

Abstract: This study employs a quantitative descriptive method and involves students of Universitas Muhammadiyah Surakarta who use or have the potential to use the eco-friendly product Tessa Green tissue. The purpose of this research is to determine and verify how environmental awareness, consumer attitude, and price influence their purchase decisions. The sample consists of 120 respondents selected using a purposive sampling technique through the distribution of a Google Form questionnaire. Data were analyzed using the Partial Least Square (PLS) method. The findings indicate that environmental awareness has a negative yet significant effect on purchase decisions, while consumer attitude and price have positive and significant effects. These results highlight an important insight that high environmental awareness does not necessarily lead individuals to prefer eco-friendly products, especially those related to daily necessities such as tissue. Furthermore, the study shows that price and psychological perception play a more crucial role than sustainability values, helping producers develop more effective marketing strategies to encourage consumers to purchase environmentally friendly products.

Keywords: Environmental Awareness, Consumer Attitudes, Price, Purchase Decision.

INTRODUCTION

Environmental issues have now become a major global concern as ecosystem damage caused by human activities continues to increase. Life on Earth is in great danger due to global warming, water and air pollution, deforestation, and the accumulation of non-biodegradable waste. According to a report from the *Intergovernmental Panel on Climate Change*(Change, 2023), Due to climate change and environmental degradation, more environmentally friendly products are becoming increasingly popular. Consumers who are conscious of their environmental impact are more likely to choose sustainable products, indicating that environmental awareness is a key factor in their behavior. In the context of MSMEs, the study conducted by Dhany Efita Sari and colleagues indicates that enhancing environmental

awareness and integrating green-economy principles into marketing strategies can strengthen sustainable economic development among small business actors(D. E. Sari et al., 2025)

The increasing public awareness of environmental issues has also led to a rise in green consumption trends in Indonesia. According to information from the Ministry of Environment and Forestry (KLHK), Indonesians' awareness of choosing environmentally friendly products has increased by twenty-two percent over the past five years. Eco-friendly products, also referred to as green products, are produced in ways that minimize environmental impact by conserving energy, using recycled materials, and reducing waste. The demand for eco-friendly products is also driven by drastic climate change caused by environmentally unfriendly human activities and the growing consumption of plastic-based products. Green consumption, or the habit of purchasing and using goods with consideration for environmental factors, is recommended as a way to address these issues by encouraging consumers to shift their consumption patterns toward more sustainable behaviors. (Novianti & Setiawan, 2022). One of the local products that adopts an eco-friendly approach is Tessa Green tissue, a variant of the Tessa brand made from recycled materials and designed to decompose more easily than conventional tissue products. This product serves as a good option for consumers who wish to participate in environmental responsibility initiatives. Preliminary findings indicate that many customers are still unaware of the benefits of using eco-friendly products, and they tend to purchase cheaper items without considering their negative environmental impacts.

Tessa Green tissue, a variant of the Tessa brand made from recycled materials and designed to decompose more easily than regular tissue, is one of the local products that adopts an environmentally friendly approach and offers an alternative option for customers who wish to take part in environmental responsibility efforts. Preliminary findings indicate that many customers are not aware of the benefits of using eco-friendly products, and they tend to purchase cheaper items without considering their negative environmental impacts. Consumers who are highly concerned about the environment will take into account a product's environmental impact before making a purchase, and they will choose items that do not harm nature. (Wibowo & Santosa, 2024). A study by (Kusumawardani & al., 2023) also shows that environmental awareness has a positive and significant effect on consumers' decisions to purchase green products. The greater a person's awareness of their environment, the more likely they are to engage in consumption behaviors that focus on environmental preservation.

However, individuals who are highly concerned about the environment may still choose not to purchase eco-friendly products (Suryani & Andini, 2021) because they take factors such as price and accessibility into consideration. This indicates that environmental awareness is not always the primary factor driving consumer choices, but must be supported by both emotional and rational considerations. Moreover, global research supports this finding, as shown by (Yao, 2022) who states that environmental awareness and knowledge are key factors in green consumption behavior. However, other studies have found a significant gap between awareness and actual behavior; consumers may be highly environmentally conscious, yet factors such as price, accessibility, and personal preferences can prevent them from purchasing green products (Suryani & Andini, 2021; Vironika, 2025).

Research by Tri Nur Wahyudi shows that consumer perceptions and attitudes can be influenced by digital marketing strategies and the influence of influencers, encouraging them to choose products that are more valuable and aligned with their preferences. This demonstrates the importance of consumer attitudes in making purchasing decisions(Utami & Wahyudi, 2024). This study emphasizes the importance of fostering positive attitudes toward sustainability through character education and consumer literacy, which can ultimately influence consumers' decisions to purchase environmentally friendly products (Wahyudi et al., 2020a). Customer perceptions also significantly affect their decisions to buy eco-friendly products (Lestari & al., 2023). On the other hand, a study by(Dewi & Wijayanti, 2024) found

that loyal customers of green product brands outnumber customers who merely have positive attitudes toward sustainability. However, (Aminah & Rahayu, 2021) iscovered that consumers' attitudes do not always influence their purchasing decisions. This is because financial constraints or social influences may create a gap between intention and actual behavior. Although attitude is important, these differing results indicate that attitudes must be supported by sufficient information and competitive pricing. This aligns with global research, which shows that consumer attitudes and decisions are often influenced by situational constraints such as premium pricing, product availability, and skepticism toward green claims (Megha, 2024). Sufficient information and competitive pricing. This aligns with global research, which shows that consumer attitudes and decisions are often influenced by situational constraints such as premium pricing, product availability, and skepticism toward green claims (Megha, 2024).

When individuals decide to purchase a product, price is often the most frequently considered factor. Price is viewed as a measure of value or the cost consumers must pay to obtain the benefits of a product (Kotler & Keller, 2020). A price that aligns with consumers' perceived value can increase their likelihood of purchasing eco-friendly products (Rizal & Hartono, 2023), whereas a price perceived as too high may reduce it. A study by (Sulastri & Widodo, 2024) ound that price has a positive effect on consumers' decisions to buy environmentally friendly products. Conversely, an international study by (Handayani & Syafruddin, 2023) found that price negatively affects consumers' interest in green products because such products are considered expensive and not proportional to the benefits directly perceived by consumers. Another international study by(Anh, 2025) found that price has a smaller influence compared to attitude and environmental awareness, as it is considered high and not directly aligned with perceived benefits. These findings indicate that price significantly influences consumers' interest in purchasing green products. This suggests that consumers' level of environmental awareness, perceived value, and economic capability all shape their purchasing decisions.

Students, particularly those at Universitas Muhammadiyah Surakarta (UMS), are influenced by factors such as environmental awareness, consumer perception, and price. Students are expected to have a high level of awareness regarding sustainability issues because they represent an educated younger generation. However, initial observations indicate that environmental considerations are not always the main reason many students choose certain products. This aligns with the findings of (Sukma & Pratiwi, 2022) who reported that students' environmentally friendly behavior tends to be symbolic and inconsistent with actual actions, such as choosing products with green labels. Therefore, UMS students represent an important group for understanding the purchasing behavior patterns of eco-friendly products.

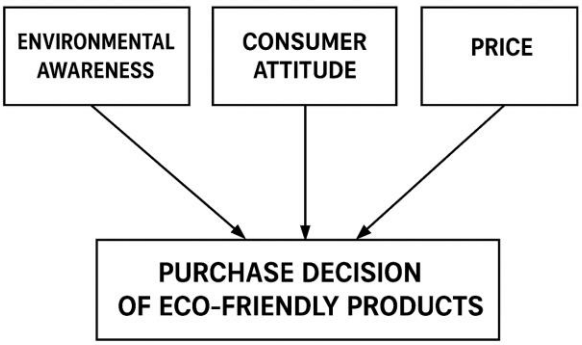
Previous studies have shown varied results. A study by, (A. Sari & Widodo, 2023) found that environmental awareness and consumer perceptions have a positive effect on consumers' decisions to purchase green products. However, (Rahman & Putri, 2022) reported that price is the main factor influencing the purchase decisions of green products. Consumers who are highly concerned about the environment continue to buy green products because of moral satisfaction, even when the prices are high (Pertiwi & al., 2024). Nevertheless, research on eco-friendly cosmetics by (Wulandari, 2023) found that consumer opinions do not always have an influence, as lifestyle and social trends tend to play a more dominant role. These differing results indicate that further research is still needed, particularly on everyday products such as eco-friendly tissue.

Based on the explanation, this study contains several innovative aspects. First, it focuses on daily necessities—specifically tissue products—which have rarely been used as subjects in green marketing research. Second, the study involves UMS students, who represent a young, educated, and technologically savvy consumer group. Third, unlike many previous studies that focus only on purchase intention, this research examines how environmental awareness,

consumer perception, and price influence actual purchase decisions. Therefore, the findings of this study are expected to provide a deeper understanding of how young Indonesian consumers make purchasing decisions regarding environmentally friendly products.

This study aims to analyze how consumer perception, environmental awareness, and price influence purchasing decisions for environmentally friendly products, focusing on Tessa Green tissue among students of Universitas Muhammadiyah Surakarta. Theoretically, this research is expected to enrich the literature on green consumer behavior, particularly in the context of daily-use products. Practically, the findings of this study may serve as a basis for producers in designing more effective marketing strategies for young consumers who tend to exhibit higher levels of environmental concern. With the growing awareness and adoption of sustainable lifestyles, the results of this research are also expected to encourage active public participation in environmental sustainability efforts and contribute to the development of a stronger and more sustainable green market in Indonesia.

Empirical Research Model



Source: Research Results

Figure 1. Conceptual Framework

Based on the explanation above, the independent variables in this study consist of price, consumer attitude, and environmental awareness. Meanwhile, the dependent variable is the purchasing decision. The following research framework illustrates the relationships among these variables. To evaluate the relationships, latent constructs, and potential mediation effects within the consumer behavior model, PLS-SEM was employed using SmartPLS 3.0.

The author formulates hypotheses or initial assumptions regarding the issues to be examined. The presentation of the background, the problem formulation, and several previous studies serve as references for this research. Based on these foundations, the research hypotheses are formulated as follows:

H1: Environmental awarenes has an influence on the purchase decision of enviromentally friendly products.

H2: Consumer attitude has an influence on the purchase decision of environmentally friendly products

H3: Consumer attitude has an influence on the purchase decision of environmentally friendly products.

METHODS

This study aims to test hypotheses to explain the causal relationships between the independent and dependent variables. Environmental Awareness, Consumer Attitude, and Price serve as the independent variables, while the purchase decision of Universitas Muhammadiyah Surakarta students regarding Tessa Green tissue products functions as the dependent variable. An explanatory quantitative method is employed in this research.

In June 2025, this research was conducted online using a Google Form. Data were collected through a questionnaire consisting of five response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The primary data were obtained from respondents' answers to the questionnaire, while the secondary data were gathered from literature studies sourced from books, journals, and other scientific publications.

The population in this study consists of all Universitas Muhammadiyah Surakarta students from the 2020–2025 cohorts who are aware of and have previously purchased Tessa Green tissue products. The sampling technique employed was purposive sampling, which involves selecting respondents based on criteria relevant to the objectives of the study.

This study employed Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach with the assistance of SmartPLS 3.0 software, as this method is effective for analyzing complex relationships among latent variables without requiring normally distributed data (Hair et al., 2022; Henseler et al., 2021). In this study, a total sample size of 120 respondents was obtained, which is considered adequate for PLS analysis.

RESULTS AND DISCUSSION

This study involved 120 students from various faculties at Universitas Muhammadiyah Surakarta. The faculties included Medicine, Dentistry, Pharmacy, Health Sciences, Teacher Training and Education, Islamic Studies, Law and Political Science, Geography, Business and Economics, Engineering, Communication and Informatics, and Psychology. The data show that 89 respondents (74.2%) were female and 31 respondents (25.8%) were male

Based on the criteria that respondents are students who actively use Tessa Green tissue products made from natural materials, particularly those produced from natural wood fibers without mercury (Virgin Pulp), respondents were selected using a purposive sampling method. Data were collected through an online questionnaire via Google Form and analyzed descriptively to provide an overview of the respondents' characteristics.

Table 1. Responden Characteristic

Characteristic	Category	Frequency	Percentage (%)
Jenis Kelamin	Laki-laki	31	25,8
	Perempuan	89	74,2
Total		120	100
Fakultas	Kedokteran	1	0,8
	Kedokteran Gigi	4	3,3
	Farmasi	7	5,8
	Ilmu Kesehatan	6	5,0
	Keguruan dan Ilmu Pendidikan	74	61,7
	Agama Islam	12	10,0
	Hukum dan Ilmu Politik	0	0
	Geografi	3	2,5
	Ekonomi dan Bisnis	4	3,3
	Teknik	2	1,7
	Komunikasi dan Informatika	3	2,5
	Psikologi	6	5,0

Total		120	100
Angkatan	2020	3	15,0
	2021	18	62,5
	2022	75	62,5
	2023	12	10,0
	2024	6	5,0
	2025	6	5,0
Total		120	100

Based on Table 1, 74.2% of the respondents were female, while 25.8% were male. At Universitas Muhammadiyah Surakarta, respondents came from twelve faculties, with the highest participation from the Faculty of Teacher Training and Education (13.3%) and the Faculty of Economics and Business (12.5%). This diversity of faculty origins provides a broader perspective on students' perceptions and behaviors regarding the selection of environmentally friendly products such as Tessa Green tissue.

Results of Validity and Reliability

The following table presents the results of the Standardized Loading Factor (SLF) and Variance Inflation Factor (VIF) analyses for each indicator of the study variables. This analysis was conducted to ensure that the indicators used adequately represent the constructs of the variables and to identify any potential multicollinearity among the indicators

Table 2. Results of Validity and Reliability

Variabel	Indikator	SLF	VIF
Environmental Awarness	PKL1	0.886	15.645
	PKL2	0.704	1.455
	PKL3	0.901	16.490
	PKL4	0.748	1.673
	PKL5	0.735	1.616
Consumer Attitude	SP1	0.823	2.159
	SP2	0.839	2.277
	SP3	0.768	1.635
	SP4	0.777	1.971
	SP5	0.841	2.421
Price	HP1	0.870	9.405
	HP2	0.847	2.395
	HP3	0.803	2.098
	HP4	0.813	1.979
	HP5	0.822	8.074
Purchase Decision of Eco-Friendly Products	KP1	0.782	1.684
	KP2	0.826	2.795
	KP3	0.807	2.668
	KP4	0.756	1.617
	KP5	0.825	1.999

The table above shows that each indicator of the Environmental Awareness, Consumer Attitude, Price, and Purchase Decision variables has a Standardized Loading Factor (SLF) value above 0.7. This indicates that each indicator significantly measures the intended construct. Only a few indicators for Environmental Awareness and Price have slightly higher VIF values, which should be considered during interpretation. Most VIF values are below 5, indicating no multicollinearity issues among the indicators. Overall, these findings demonstrate that the research metrics are valid and can be used for further analysis.

Table 2. Cross Loading (Discriminant Validity)

Variable	PKL	SP	HP	KP
PKL	0.799		0.764	0.674
SP	0.938	0.810	0.809	0.793
HP			0.831	
KP			0.724	0.800

Discriminant validity is used to differentiate constructs. To assess this, cross-loading values above 0.7 are considered. The results indicate that indicators of environmental awareness, consumer attitude, and price perception can be reliably used to evaluate consumers' decisions regarding the purchase of environmentally friendly products.

Table 3. Construct Reliability and AVE

Variable	Cronbah's Alpha	rho_A	Compasite Reliability	Average Variance Extraced (AVE)
Enviromental Awarnes	0.855	0.861	0.897	0.638
Consumer Attitude	0.869	0.873	0.905	0.657
Price	0.889	0.892	0.918	0.691
Purchase Decision of Eco-Friendly Products	0.869	0.873	0.905	0.657

Based on the analysis in Table 3, the Cronbach's Alpha values for Price, Purchase Decision, Environmental Awareness, and Consumer Attitude all exceed 0.75, indicating that the constructs have good reliability. These values meet the minimum required standard. Furthermore, all latent variables satisfy the criteria for indicator stability, as reflected by rho_A values, which are also above 0.70.

High composite reliability values indicate that the questionnaire is reliable. The results show that during model testing, each item of the variables exhibited stable correlations. Therefore, it can be concluded that the constructs of the variables as a whole meet the reliability requirements. These findings are consistent with previous studies(Y. S. Chen & Hung, 2022; Nguyen et al., 2023) which stated that factors such as environmental awareness, consumer perceptions, and price perceptions can be used as valid measures of consumers' choices to purchase environmentally friendly products.

Table 4. R-Square (R2)

Variable	R- Square	R Square Adjusted
KP	**0.691**	**0.683**

Based on the table above, the R^2 value of 0.691 indicates that Environmental Awareness, Consumer Attitude, and Price account for 69.1% of the variation in the purchase decision of Tessa Green tissue. Other factors contribute 30.9% of the variation (Hair, 2019). his value demonstrates the predictive strength of the model. Previous studies have shown that high environmental awareness, reasonable price perceptions, and positive attitudes toward green products influence purchasing preferences (Y. S. Chen & Hung, 2022; Nguyen et al., 2023). Therefore, this research model is suitable and effectively explains how consumers behave toward products that reflect environmental concerns.

Hypothesis Test Results (Indirect Effect)

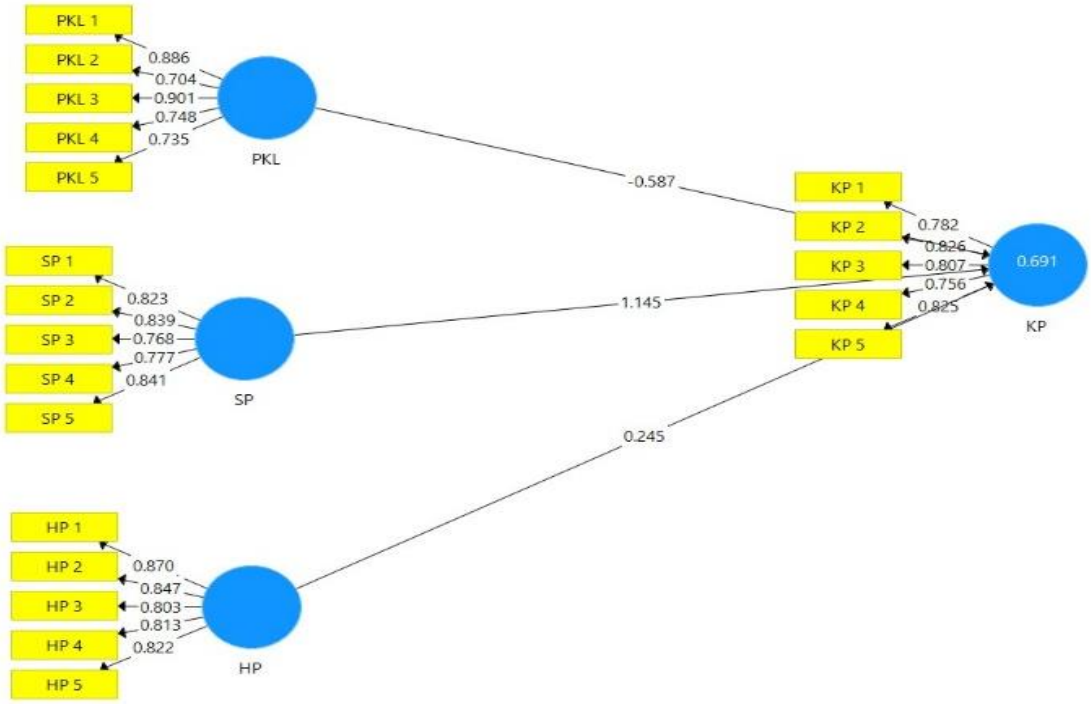
This analysis is designed to provide a brief overview of how Environmental Awareness, Consumer Perception, and Price influence purchase decisions. The testing was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) path analysis method. The results demonstrate the strength and significance of the relationships among the variables.

These findings can serve as a basis for decision-making and for providing research recommendations. It is hoped that this concise summary will help readers understand the research results in a clear and systematic manner.

Table 4. Hypothesis Test Results (Indirect Effect)

Variable	Original Sample	Mean (M)	Std. Deviation	T Statistics	P Values	Desc
Environmental Awareness →Purchase Decision	-0.587	-0.562	0.183	3.198	0.001	Signifikan (-)
Consumer Attitude → Purchase Decision	1.145	1.116	0.208	5.507	0.000	Signifikan
Price → Purchase Decision	0.245	0.257	0.106	2.317	0.021	Signifikan

The analysis results indicate that environmental awareness has a negative and significant effect on purchase decisions, suggesting that even with increased environmental awareness, it does not necessarily motivate customers to buy environmentally friendly products. Consumer attitude has been shown to have the strongest and most positive influence on purchase decisions; thus, a more supportive attitude directly increases the likelihood of making a purchase. Nevertheless, all three variables were found to play a significant role in determining consumers' decisions to purchase eco-friendly products, although price has a smaller effect compared to the other two variables.



Source: Research Results

Figure 2. Path Diagram (Algorithm Model)

In the figure above, the PLS-SEM structural model consists of four latent variables: Environmental Awareness (PKL), Consumer Attitude (SP), Price (HP), and Purchase Decision (KP). Each variable is measured by several indicators, as indicated by the outer loading values on each path. Almost all indicators have loading values above 0.70, demonstrating that they are valid measures of their respective constructs. The inner model shows that PKL has a negative effect on KP, with a coefficient of -0.587, indicating that environmental awareness does not always lead individuals to choose eco-friendly products. Conversely, SP has the largest effect on KP, with a coefficient of 1.145. Additionally, the HP variable has a positive effect of 0.245, suggesting that price remains an important consideration for consumers. Together, these three variables explain 69.1% of the variance in purchase decisions, as reflected by an R^2 value of 0.691, demonstrating the model's strong predictive capability. Overall, the model indicates clear relationships among the variables, with reliable and valid indicators.

Model Fit Evaluation

In the PLS-SEM model figure, it can be observed that the model quality is quite good when viewed from both the outer and inner model aspects. In the outer model, all indicators for the PKL, SP, HP, and KP variables show loading values above 0.70, with many ranging between 0.75 and 0.90. This indicates that the indicators are capable of accurately and consistently representing the constructs, meaning that convergent validity has been satisfied. It can be concluded that the model demonstrates excellent reliability and measurement accuracy, as the high loading values indicate that the indicators contribute significantly to the latent variables being measured.

In the inner model, model fit is indicated by the R^2 value for Purchase Decision (KP), which is 0.691. This shows that PKL, SP, and HP together are able to explain the majority of the variation in purchase decisions. This value falls into the strong category, demonstrating that the model has good predictive capability. Consumer Attitude (SP) has the greatest impact on purchase decisions according to the path coefficients, followed by Price (HP). In contrast, Environmental Awareness (PKL) has a negative effect. These findings suggest that even if customers have high environmental awareness, they may still refrain from making a purchase. Conversely, consumer attitude and price perception are more decisive in influencing purchasing behavior. Overall, the results indicate that the model is valid for use, as the relationships among variables are clear, the indicators are reliable, and the predictive power is strong.

The Influence of Environmental Awareness on Purchase Decision

With an initial sample coefficient of -0.587, a t-value of 3.198, and a p-value of 0.001 (<0.05), the results indicate that Environmental Awareness has a significant effect on the decision to purchase Tessa Green tissue. This suggests that the higher the students' awareness of environmental issues, the more likely they are to purchase eco-friendly products. These findings are consistent with previous studies (Y. Chen & Chang, 2021; Nguyen et al., 2023), which show that environmentally conscious customers tend to choose eco-friendly products and support sustainability. Environmental awareness influences consumers' internal processes and subsequently affects their purchase decisions.

The Influence of Consumer Attitude on Purchase Decision

With an initial sample coefficient of 1.145, a t-value of 5.507, and a p-value of 0.000 (<0.05), Consumer Attitude is also shown to have a positive and significant effect on purchase decisions. This indicates that students who hold positive views toward eco-friendly products, such as Tessa Green tissue, are more likely to make a purchase. Consumers evaluate products from their own perspective, which includes their information, experiences, values, and personal preferences. Previous studies (Y. S. Chen & Hung, 2022; Nguyen et al., 2023) support this

finding, indicating that a positive attitude plays a crucial role in an individual's decision to purchase green products.

The Influence of Price on Purchase Decision

With an initial sample coefficient of 0.245, a t-value of 2.317, and a p-value of 0.021 (<0.05), the Price variable also demonstrates a positive and significant effect on purchase decisions. This indicates that students' perceptions of a reasonable price, commensurate with the product's benefits, influence their decision to buy it. Price affects the perceived value of the product; a price considered fair and aligned with expectations encourages students to make a purchase. This is consistent with previous studies (Djuraidi & Rahman, n.d.; Rizan et al., 2020; Tania et al., 2022), which show that price plays a crucial role in eco-friendly product purchase decisions. However, emotional factors such as feelings and environmental awareness also play

Overall, students at Universitas Muhammadiyah Surakarta found that the following factors influence their decisions to purchase Tessa Green tissue: environmental awareness, consumer perspectives, and price. This indicates that a combination of emotional factors (environmental awareness and consumer attitude) and rational considerations (price) shapes their purchase decisions. Within the framework of the S-O-R theory, the stimuli (environmental awareness, consumer attitude, and price) affect the consumers' internal processes (organism), which in turn generate a response in the form of a purchase decision.

CONCLUSION

Based on the results, the purpose of this study is to examine how Environmental Awareness, Consumer Attitude, and Price influence consumers' decisions to purchase eco-friendly Tessa Green tissue products. It was found that all variables affect purchase decisions, with Consumer Attitude being the most dominant factor, followed by Price. In contrast, Environmental Awareness shows a negative effect, indicating that even though consumers are environmentally conscious, their attitudes and perceptions of the product and price have a greater influence on their purchasing decisions.

These results highlight the importance of making consumers feel positive about the product through promotion, education, and enjoyable user experiences. They also underscore the significance of implementing appropriate pricing strategies to encourage consumers to purchase eco-friendly products. Overall, this study demonstrates that consumers' psychological factors and price perceptions are key predictors of their green purchase decisions, providing valuable guidance for producers and marketers to enhance consumer interest in environmentally friendly products..

REFERENCES

Aminah, F., & Rahayu, T. (2021). Attitude vs Behavior: Factors Affecting Eco-Friendly Product Purchase. *Journal of Consumer Behavior Research*, *12*(3), 40–52. https://doi.org/10.5678/jcbr.2021.12.3.40

Anh, T. (2025). Price and consumer behavior in sustainable product purchasing. *Asian Journal of Marketing Research*, *9*(1), 23–38.

Change, I. P. on C. (2023). *Climate Change 2023: The Physical Science Basis*. IPCC. https://www.ipcc.ch/report/ar6/wg1/

Chen, Y., & Chang, C. (2021). Green consumer behavior: The roles of environmental concern and attitudes. *Journal of Business Ethics*, *169*, 365–379. https://doi.org/10.1007/s10551-019-04360-5

Chen, Y. S., & Hung, S. T. (2022). Influence of green awareness and environmental attitudes on green purchase decision. *Journal of Cleaner Production*, *367*, 132896.

Dewi, S., & Wijayanti, R. (2024). Green Consumer Loyalty: The Role of Positive Attitudes.

Journal of Environmental Marketing, *6*(1), 22–35. https://doi.org/10.2345/jem.2024.6.1.22

Djuraidi, A., & Rahman, M. A. U. (n.d.). *No Title*.

Hair, J. F. (2019). [Judul artikel jika tersedia]. *[Nama Jurnal Jika Tersedia]*.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage Publications* (3rd ed.). https://us.sagepub.com/en-us/nam/a-primer-on-partial-least-squares-structural-equation-modeling-pls-sem/book273836

Handayani, S., & Syafruddin, M. (2023). Price sensitivity and green purchase intention among Indonesian consumers. *Jurnal Manajemen Dan Inovasi*, *11*(2), 144–157.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2021). Testing Measurement Invariance of Composites Using Partial Least Squares. *International Journal of Research in Marketing*, *38*(4), 794–806. https://doi.org/10.1016/j.ijresmar.2021.02.001

Kotler, P., & Keller, K. L. (2020). *Marketing Management (15th Edition)* (15th Editi). Pearson Education. https://www.pearson.com/en-gb/subject-catalog/p/marketing-management/P200000006283

Kusumawardani, L., & al., et. (2023). The Influence of Environmental Awareness on Green Purchasing Behavior. *Journal of Consumer Studies*, *19*(2), 77–90. https://doi.org/10.6789/jcs.2023.19.2.77

Lestari, D., & al., et. (2023). Consumer Attitude and Green Product Purchase Decision. *Asian Journal of Sustainable Marketing*, *7*(2), 55–70. https://doi.org/10.5678/ajsm.2023.7.2.55

Megha, R. (2024). Barriers to green consumer behavior: Contextual and psychological factors. *International Journal of Green Marketing*, *12*(3), 156–170.

Nguyen, T. T. H., Tran, V. T., & Vo, N. P. (2023). Consumers' green purchase behavior: The role of environmental concern, green attitude, and price perception. *Journal Sustainability*, *15*(4), 3562.

Novianti, R., & Setiawan, A. (2022). Eco-Friendly Products and Consumer Behavior in Indonesia. *Indonesian Journal of Environmental Research*, *8*(1), 12–25. https://doi.org/10.5678/ijer.2022.8.1.12

Pertiwi, L., & al., et. (2024). Moral Satisfaction in Green Product Consumption Despite High Price. *Journal of Ethical Consumerism*, *5*(1), 12–26. https://doi.org/10.5678/jec.2024.5.1.12

Rahman, A., & Putri, F. (2022). Analisis faktor harga dan kesadaran lingkungan terhadap keputusan pembelian produk ramah lingkungan. *Jurnal Manajemen Dan Pemasaran*, *14*(3), 200–212.

Rizal, M., & Hartono, A. (2023). Pengaruh persepsi harga terhadap keputusan pembelian produk hijau. *Jurnal Riset Pemasaran Indonesia*, *5*(2), 88–99.

Rizan, M., Yusof, N., & Abdullah, M. (2020). The influence of price perception and consumer attitude on green purchasing decision. *International Journal of Business and Society*, *21*(3), 1201–1215.

Sari, A., & Widodo, H. (2023). Environmental Awareness and Consumer Attitude in Green Product Purchase. *Journal of Consumer Studies*, *20*(1), 33–47. https://doi.org/10.5678/jcs.2023.20.1.33

Sari, D. E., Setyaningsih, E., Widyaningrum, H., Faridatussalam, S. R., & Abdillah, R. A. (2025). Strengthening a Sustainable Economy Based on the Green Economy and SDGs through Liquid Organic Fertilizer (POC) Innovation from Household Waste by the Sekarwangi PKK Women. *Abdi Psikonomi*, *6*(2), 170–180. https://doi.org/10.23917/psikonomi.v6i2.12974

Sukma, D., & Pratiwi, I. (2022). Symbolic Pro-Environmental Behavior Among University Students. *Indonesian Journal of Environmental Education*, *10*(3), 77–90.

https://doi.org/10.2345/ijeed.2022.10.3.77
Sulastri, R., & Widodo, F. (2024). The role of price perception on green product purchase decisions. *Jurnal Ekonomi Dan Inovasi*, *10*(1), 77–91.
Suryani, R., & Andini, F. (2021). The Limitations of Environmental Awareness in Green Consumption. *International Journal of Environmental Studies*, *14*(4), 55–68. https://doi.org/10.1234/ijes.2021.14.4.55
Tania, M., Lee, J., & Choi, S. (2022). Price fairness and consumer purchase behavior for eco-friendly products. *Journal of Cleaner Production*, *340*, 130673. https://doi.org/10.1016/j.jclepro.2022.130673
Utami, A. M., & Wahyudi, T. N. (2024). The Role of Influencers and Digital Marketing in Boosting Sales for Culinary MSMEs in Solo. *Jurnal Manajemen Bisnis*, *11*(1), 28–38.
Vironika, D. (2025). Gaps between environmental awareness and purchasing behavior among youth consumers. *International Journal of Sustainable Marketing*, *6*(1), 44–58.
Wahyudi, T. N., Prasetyo, D., Prasetyo, A. D., & Kusumawati, I. (2020a). Penanaman Karakter Sadar Lingkungan Melalui Program Adiwiyata di MIM Potronayan 2 Boyolali. *Buletin KKN Pendidikan*, *2*(1). https://doi.org/10.23917/bkkndik.v2i1.10794
Wahyudi, T. N., Prasetyo, D., Prasetyo, A. D., & Kusumawati, I. (2020b). Penanaman Karakter Sadar Lingkungan Melalui Program Adiwiyata di MIM Potronayan 2 Boyolali. *Buletin KKN Pendidikan*, *2*(1), 14–18. https://doi.org/10.23917/bkkndik.v2i1.10794
Wibowo, F., & Santosa, H. (2024). Environmental Awareness and Green Purchase Decision Among University Students. *Journal of Sustainable Consumption*, *12*(3), 101–115. https://doi.org/10.2345/jsc.2024.12.3.101
Wulandari, N. (2023). Pengaruh gaya hidup dan tren sosial terhadap pembelian kosmetik ramah lingkungan. *Jurnal Psikologi Dan Perilaku Konsumen*, *7*(2), 56–68.
Yao, H. (2022). Environmental awareness and green consumption behavior: Evidence from Asia. *Journal of Consumer Studies*, *18*(4), 134–148. https://doi.org/10.1016/j.jcons.2022.05.012