

The Role of Customer Attitude in Mediating the Effect of Green Marketing Mix on Green Product Purchase Intention in Love Beauty and Planet Products in Indonesia

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Abstract

This research has purpose to know the response of the people about green marketing mix towards green product purchase intention on Love, Beauty and Planet with consumer's attitude as the mediating variable. This study uses descriptive quantitative method. The data collection technique uses questionnaires distributed to 150 respondents namely Love, Beauty and Planet consumers in West Indonesia with purposive sampling method. The data analysis techniques used was the technique of Path Analysis and the Sobel Test. The result indicated green marketing mix and also consumer's attitude had positive impact on the green product's purchase intention in West Indonesia. The variable of consumer's attitude was proved to be able mediated the effects of green marketing mix on green product's purchase intention about the Love, Beauty and Planet product in West Indonesia is significant. The implication of this research was the consumer's attitude had the important role in the green marketing mix that will impact on the green product's purchase intention so that Unilever Indonesia expected to still promote the products of Love, Beauty and Planet.

Keywords

green marketing mix, consumer's attitude, green product purchase intention

1. Introduction

In Republik Indonesia Law Number 18 Year 2008, the increase in the amount of waste can be caused by population growth and changes in the consumption patterns of people who consume environmentally friendly products that cause increased volume, types and characteristics of increasingly diverse waste and waste management that is not in accordance with waste management methods and techniques that are environmentally sound so that they have a negative impact on public health and the environment. Therefore, it is necessary to reduce and handle waste because landfill causes problems, both directly and indirectly, such as water pollution, air pollution, and soil and can increase greenhouse gases and sources of diseases such as diarrhea, flood disasters and ozone layer depletion. can directly increase the prevalence of skin cancer. (Indonesian Environmental Statistics, 2018). Pradana et.al (2020) said that Indonesia has been recorded as one of several countries with the best economic growth. According to the newest report of the World Bank, the archipelagic country is enjoying 5.1% economic growth and predicted to be having 5.3% in 2017.

DKI Jakarta and West Java are the regions with the largest population in Indonesia, which makes the provinces of DKI Jakarta and West Java one of the biggest contributors to waste in Indonesia. According to the Indonesian Central Statistics Agency in 2018 Indonesia Environmental Statistics in 2016-2017 Jakarta produces around 7,164.53 m³ and West Java produces around 1,600.00 m³ of waste every day. Based on the volume of waste can cause water pollution, soil and air quality. From 2014 to 2018 water pollution and air pollution have increased in accordance with the results of a survey of village potential conducted by the Indonesian Central Statistics Agency.

**Table 1 Percentage of Types of Environmental Pollution in 2014 & 2018
in West Java & DKI Jakarta**

Province	Water Pollution		Land Pollution		Air Pollution	
	2014	2018	2014	2018	2014	2018
DKI Jakarta	20,22	89,36	0,75	3,89	6,37	18,67
West Java	18,97	46,47	1,98	2,48	13,97	17,08

Source: Processed from the 2014 and 2018 PODES Results, Statistics Indonesia

From the results of table 1 above shows that water pollution from 2014 to 2018 increased by 441%, while for West Java Province water pollution increased by 244%. Land pollution in DKI Jakarta Province increased by 518% and for West Java by 125%. Air pollution in DKI Jakarta increased by 293% and West Java by 122%. An increase in water, soil and air quality pollution can have an impact on public health. As much as 4.7 million tons of plastic waste in Indonesia end up in the oceans and rivers. According to the Ministry of Environment and Forestry, almost 68% of the quality of river water in Indonesia is heavily polluted, polluted river water that is still used for daily needs or that has been intruded into ground water has led to high cases of estimated diarrhea in Indonesia, in 2016 it reached 7 million sufferers, which only handled as many as 4.3 million sufferers or around 60.4 percent. (Indonesian Environmental Statistics, 2018).

Improper handling of waste will also have negative impacts such as greenhouse gases. In Indonesia's Environmental Statistics, the World Bank estimates that 1.6 billion tons of greenhouse gas emissions are generated from waste in 2016, without good mitigation, emissions related to waste are expected to increase to 2.6 billion tons of CO₂e by 2050. Sector waste in Indonesia in 2014 accounted for 30.26 percent of greenhouse gas emissions. In addition to water, soil and air pollution and global warming, waste generation can also lead to floods. Based on data from the National Disaster Management Agency (BNPB) in Indonesia there were 1,805 floods and caused 433 victims to die and disappear. (Indonesian Environmental Statistics, 2018).

Companies that are active in taking action on environmental care through green marketing with a main focus on overcoming the problem of plastic waste in Indonesia, especially on disposable plastic packaging waste commonly used by the FMCG industry, one of which is a home and personal care

company as well as foods and ice cream products of PT. Unilever Indonesia. Unilever Indonesia has a USLP program (Unilever Sustainable Living Plan) which was launched in 2010 to create sustainable growth (SDGs) by having three big goals that apply the concept of applying Triple P (People, Profit, Planet) for sustainable development that is, improving health more than one billion people, reducing the impact on the environment, increasing the lives of millions of people. Polonsky (1994: 2) states that green marketing is all activities that are designed to be able to channel the desires of consumers in terms of consuming products so that they do not cause adverse impacts on the environment. Unilever in designing its products, uses 100% plastic packaging that can be recycled, reused or composted. So that in the production process it can reduce plastic and minimize the negative impact on the environment. Pradana et.al. (2020) said that we believe that since mass media have played a role in affecting people's perception

One of the products launched by Unilever is Love, Beauty and Planet which has an environmentally friendly concept and a campaign that invites people to help preserve the earth. According to Lozada in Johari (2019) revealed that green marketing not only markets products that are safe for the environment, but integrates other factors such as the production process, product packaging, product modification to the way to advertise products that need attention. In an effort to attract consumers' interest in green products, Love, Beauty and Planet applies the concept of green marketing mix.

Based on the results of previous surveys, the results of respondents' responses showed consumers objected to the price of a green product that made consumers prefer to consume products that were not environmentally friendly compared to environmentally friendly products, respondents did not believe that the Love, Beauty and Planet products were environmentally friendly products. This means that there is still insufficient information about the product in providing campaigns about the green value of the Love, Beauty and Planet products, which results in a lack of trust in the product and respondents do not intend to buy Love, Beauty and Planet products because they are environmentally friendly.

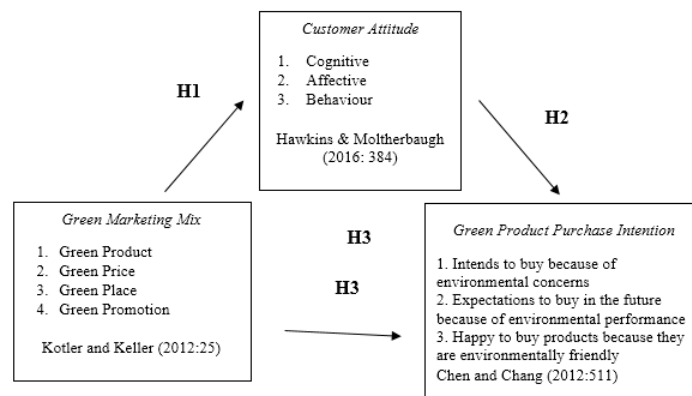


Figure 1. Framework

Based on the background that has been described, the formulation of the problem in this study are:

1. What is the green marketing mix for Love, Beauty and Planet products in Indonesia?
2. What is the customer attitude for consumers in Love, Beauty and Planet in West Java & DKI Jakarta Indonesia ?
3. How about green product purchase intention for consumers of Love, Beauty and Planet in Indonesia?
4. What is the effect of the green marketing mix on customer attitude on consumers of Love, Beauty and Planet in Indonesia?
5. How is the influence of customer attitude on green product purchase intention on consumers of Love, Beauty and Planet in Indonesia?
6. How does the green marketing mix affect the green product purchase intention on Love, Beauty and Planet consumers in Indonesia?

7. What is the effect of the green marketing mix on the green product purchase intention mediated by customer attitude on consumers of Love, Beauty and Planet in Indonesia?

2. Literature Review

Environmental issues are no longer a new issue, community awareness of the environment for several years has increased. According to Ottman in the book "The New Rules of Green Marketing" states that public awareness is increasing, triggered by a great concern about the possibility of disasters that threaten health, and human survival. The evidence of environmental problems shown by scientists and environmental observers, such as ozone depletion which directly increases the impact on the prevalence of skin cancer and has the potential to damage the climate and cause global warming, reinforces the reason for these concerns. The problem of acid rain, the greenhouse effect, air pollution and water pollution are already in dangerous stages and the rampant deforestation and forest fires that threaten the amount of oxygen in our atmosphere. Many things are the cause of increasing environmental issues, and one of the factors causing environmental damage that is still a problem in the world and Indonesia, namely waste plastic waste, the amount of waste that is increasingly large and the amount of waste that is difficult to recycle can have an impact on environmental quality that will progressively decrease so as to cause adverse impacts on society (Ottman, 2011: 18)

Plastic waste causes a variety of serious environmental problems and damages the environment systematically and negatively affects human health. In general, plastic waste is difficult to be degraded (broken down) by micro-organisms and takes at least tens to hundreds of years to decompose one plastic waste. The increasing volume of waste generated from community activities in line with population growth and limited land for final disposal is an issue that must be addressed immediately. (Lestari, 2020).

According to Jambeck et al (2015) in their research they released the results of their research on the facts of plastic waste in a journal entitled Plastic Waste Inputs from Land into the Ocean. In the data, it was validated that Indonesia was the second largest contributor to plastic waste in the world. China is the first country to produce the largest amount of waste in the sea, which is 262.9 million tons of waste and followed by Indonesia with 187.2 million tons, the Philippines as much as 83.4 million tons, Vietnam as much as 55.9 million tons, and Sri Lanka 14.6 million tons.

Based on Indonesia's Environmental Statistics in 2018 published by the Indonesian Central Statistics Agency, KLHK and the Ministry of Industry, the number of waste generation in Indonesia reaches 65.2 million tons per year. Whereas hazardous and toxic (B3) waste from industrial waste managed in 2017 amounted to 60.31 million tons. Waste production will increase every year based on increasing population in Indonesia. In 2025 it is estimated that the total population of Indonesia is 284,829,000 people or an increase of 23,713,544 from 2016. If it is assumed that the amount of waste produced per year is the same, the amount of waste that will increase is 5,928,386 tons. (Indonesian Environmental Statistics, 2018)

Plastic waste can endanger humans or marine biota, it is based on research published by the Secretariat of the Convention on Biological Diversity (United Nations Convention on Biological Diversity) in 2016 which states that rubbish in the sea has endangered more than 800 marine species, 40% is marine mammals and 44% are seabird species. In 2017 through the United Nations Sea Conference in New York revealed that plastic waste in the sea has killed one million seabirds, 100,000 sea mammals, sea turtles and large numbers of fish. Quoted from Fund Indonesia (WWF Indonesia) 90% of seabirds already have plastic in their stomachs and will continue to increase to 99% by 2050. It can be concluded that plastic waste threatens environmental sustainability and damages the marine ecosystem (DBS.com, 2019) .

According to Purnama (2014) the cause of the increase in the amount of disposable plastic waste is caused by the consumptive behavior of the community of a product without regard to its further impact on the environment. Based on a comprehensive survey released by Greenpeace International, fast

moving consumer goods (FMCG) companies are the dominant companies in pushing the plastic waste crisis. The FMCG industry is the largest contributor to plastic waste, on a global scale the plastic industry produces the most commodities in the form of plastic packaging products, especially disposable plastic packaging. The industry will continue to develop each year following population growth and the level of purchasing power of the people which will have an impact on the volume of plastic waste (www.greenpeace.org, 2019). Pradana (2020) stated that there is a need to identify whether it is innovation that leads to competitiveness or whether it is competitiveness that is reached by means of the capabilities that companies develop in order to innovate.

The emergence of negative issues regarding the environment such as plastic waste heaps, water pollution, soil pollution, decreased air quality, global warming to flood disasters caused by waste generation causes the level of public awareness of the environment increases. With the long-term thinking to protect the earth from various waste that is not decomposed, people are increasingly encouraged to have a concern for the environment by changing their behavior and attitudes to be more careful in choosing and buying environmentally friendly products (Sagung, 2017)

Putripeni et al. (2014) states that environmental issues become an opportunity to meet the needs and desires of consumers. Based on this, the industry and marketers develop a marketing strategy and in conducting business activities that are not only concerned with profit but are also committed to care about environmental issues and the sustainability of the company. Companies that apply the concept of environment-based marketing are known as green marketing concepts. Ottman (2011) in his book states, if companies want to implement successful green marketing, companies must be able to integrate the concept of green marketing into all aspects of marketing activities.

American Marketing Association (AMA) in Hawkins and Mothersbaugh (2010: 94) states that green marketing is a marketing process of a product that is assumed to be safe for the environment. It can be said that green marketing does not merely offer an environmentally friendly product, but includes the entire process / business activity in the company from the production process to the product up to the hands of consumers. According to Fuller (1999) in Osman, et al. (2016: 429) has described green marketing as an organization with efforts to produce, promote, set prices and distribute products that will not harm the environment and refers to products that are harmless, durable, recyclable, or made from recycled materials. Marketers must implement environmental issues with the aim of providing added value to a product. In the aspect of marketing activities, green marketing will engineer the four elements of the marketing mix (marketing mix) that exists in 4P, namely: green products, green prices, green places and green promotions by highlighting the environmentally friendly side.

Green marketing becomes a calculated variable to find out how it affects consumers' purchase intentions for products that are green or environmentally friendly. There are consumer attitude variables as mediating variables with the following reasons: 1) According to the theory of Theory of Planned Behavior (Ajzen, 1991) attitude is a factor driving the intention and purchase behavior of a product; 2) If there is a positive response from consumers shows the possibility of an increase in consumer purchase intentions; 3) Variable attitudes can increase purchase intentions (Mostafa, 2007; Teng, 2009; Oliver and Lee, 2010; Aprilisya et al. 2017)

Consumer attitudes towards green products become an important factor that influences the decision to buy green products. Attitude is an expression of consumers' feelings about an object that is liked or not. Mowen and Minor (1998: 249) state that the term customer attitude formation often describes the relationship between trust, attitudes and consumer behavior. Hawkins and Mothersbaugh (2016: 384) state that attitudes are an association of motivational, emotional, perceptual and cognitive processes related to several aspects of the environment. Community awareness of the importance of the environment is higher as the phenomenon of natural damage occurs. This encourages changes in the mindset of people in the consumption of a product and encourages the intention to buy a green product or environmentally friendly product. So it can be concluded that consumers who have a positive attitude to a product will affect buying interest in the product.

Consumer buying interest in a green product encourages every marketer or business unit to provide various needs of environmentally friendly products to meet the increasing needs of the movement of

environmentally friendly products. This is confirmed by Chaterjee (2019) who in his research stated that the more environmentally friendly products provided by marketers will encourage the behavior of green product purchase intentions. The increasing behavior of consumers' green product purchase intentions on environmentally friendly products, the more people are involved in environmental action. According to Rizwan in Aprillisya et al. (2017) green product purchase intention with purchase intention does not have a large significant difference except by considering the environment and not. Green product purchase intention is the interest of consumers to buy environmentally friendly products and does not endanger the environment.

3. Research Methodology

This research is a causality research with a quantitative approach. Quantitative research according to Sugiyono (2017: 8) is a research method that is based on positivism philosophy, used to study population or sample, collecting data using research instruments, quantitative data analysis / analysis, with the aim to test the hypotheses that have been set.

Quantitative methods used are descriptive and causality survey methods. According to Sugiyono (2017: 46) states that survey research can be conducted in large and small populations, but the data analyzed comes from samples taken from the population so that the relative, distributive events and the relationship between independent variables and dependent variables are found. The survey method focuses on collecting respondents' data that has certain information, thus enabling researchers to solve problems. The collected data were analyzed using descriptive analysis and path analysis methods.

The population objects in this study are consumers who have made purchases on Love, Beauty and Planet products. Sampling in this study using non-probability sampling technique with a purposive type. The number of samples in this study were 150 respondents. Data collection was carried out by distributing questionnaires online to respondents.

Researchers choose path analysis as the method of data analysis to be used. According to Ghazali (2016: 174) path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causality relationship between variables (causal models) that have been established. Meanwhile, according to Noor in Kusumawardani (2019: 58) path analysis is the relationship between the relationship or influence between independent, intervening and bound variables, where the researcher clearly defines that a variable will be the cause of other variables that can be presented in the form of diagrams. The basis for calculating path coefficients is correlation and regression analysis and in calculations using software with the SPSS for windows program

4. Result and Discussion

4.1 Characteristics of Respondents

To answer the formulation of problems 1, 2, and 3, descriptive analysis is used to explain the entire data collected by describing, grouping, and classifying into a frequency distribution table which is then given an explanation. Overall, based on the results of the descriptive analysis of Green Marketing Mix variables, including good categories, so overall, the green marketing mix on Love, Beauty and Planet is good with a score of 83.6%. With the concept of green marketing applied by Love, Beauty and Planet helps in overcoming environmental problems with a better ecological goal. consumer attitude is in the good category, so overall, the customer attitude on Love, Beauty and Planet is very good with a score of 85%. Love, Beauty and Planet consistently provides benefits to consumers both in the use of products and the environment. Green purchase intention included in the good category, so overall, the green purchase intention in Love, Beauty and Planet was very good with a score of 83.4%. Love, Beauty and Planet are environmentally friendly products, Love, Beauty and Planet contribute to reducing the problem of waste by using recycled plastic in its product packaging, and calculating the overall carbon dioxide emissions so as to minimize the footprint of carbon emissions and waste in the production process. The existence of environmental concern for Love, Beauty and Planet creates consumer buying interest, and with its performance as a green product, Love, Beauty and Planet provides benefits that create a sense of satisfaction in the use of its products.

4.2 Descriptive Analysis

The classical assumption test results show that multiple regression tests can be performed to analyze the data, because the data is normally distributed, there is no multicollinearity and heteroscedasticity does not occur.

4.3 Path Analysis Results

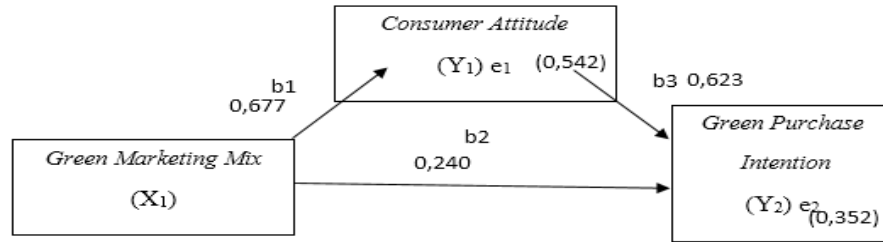


Figure 2. Path Analysis Model

This research analysis technique used is Path Analysis technique. Path analysis is used to determine the pattern of relationships between three or more and cannot be used to confirm or reject hypotheses. The results of the path analysis in this study are shown in Figure 2. Based on the path diagram model above, it can be seen that the magnitude of the blessed effect is direct, indirect and the total effect between the variables presented in Table 2 as follows.

Table 2 Direct Effects, Indirect Effects, and Total Effects on Green Marketing Mix (X), Customer Attitude (Y1), and Green Purchase Intention (Y2)

Influence of Variables	Direct Influence	Indirect Effects Through Customer Attitude	Total Influence
X - Y1	0,677		0,677
X - Y2	0,240	0,421	0,661
Y1 - Y2	0,623		0,623

The purpose of the Sobel Test is to test the strength of the indirect effect of the green marketing mix (X1) variable on the green product purchase intention (Y2) variable through the customer attitude variable (Y1). Based on the Sobel Test results in this study, the value of $Z = 8.619 > 1.96$ is accompanied by a significance level of $0.000 < 0.05$, the consumer attitude variable is considered to significantly mediate the effect of green marketing mix on green purchase intention.

This study aims to determine the effect of green marketing mix on consumer attitude. Based on the results of the analysis of the influence of the green marketing mix, the statistical value of t is 11.193 with a beta coefficient of 0.677. Significant value of t $0,000 < 0.05$ indicates that H_0 is rejected and H_1 is accepted. This means that the green marketing mix significantly and positively influences consumer attitude on Love, Beauty and Planet products in Indonesia. The results of this study are consistent with previous research found by Stevanny (2017) and Aprilisya (2017) which states that green marketing has a positive and significant effect on consumer attitude. This is evidenced by consumers' assessment that the company fulfills its environmental responsibilities. The higher the green marketing mix, the higher the level of consumer attitudes. Companies must maintain a commitment to the environment to maintain a positive attitude and consumer confidence in Love, Beauty and Planet products.

Based on the results of the analysis of the effect of green marketing mix on green purchase intention, the statistical value of t is 3.026 with a beta coefficient of 0.240. Significant value of t $0,000 < 0.05$ indicates that H_0 is rejected and H_2 is accepted. This shows that the green marketing mix significantly and positively influences green purchase intention on Love, Beauty and Planet products in Indonesia. The results of this study are in accordance with previous studies found by Niar Andini (2015) and Johari (2019) who found that the green marketing mix had a significant and positive effect on green

purchase intentions. This is evidenced by the existence of a consumer assessment that the company fulfills its responsibilities in terms of the environment. So, it can be concluded that the higher the green marketing mix offered by a positive product company in the minds of consumers, the purchase intention of a green product in the minds of consumers will be higher.

Based on the analysis of the effect of consumer attitude on green purchase intention, the statistical value of t is 9,368 with a beta coefficient of 0.623. Significant value of t $0,000 < 0.05$ indicates that H_0 is rejected and H_1 is accepted. This result means that consumer attitude significantly and positively influences green purchase intention on Love, Beauty and Planet products in Indonesia. So customer attitude is the way someone thinks, feels, and acts on several aspects of their environment. This means that consumers who have a positive attitude towards Love, Beauty and Planet products encourage the creation of green purchase intentions.

The results found that the green marketing mix had a positive and significant effect on consumer attitude and green purchase intention. This is because an increase in green purchase intention shows that the company is already good in building two supporting factors, namely the green marketing mix and consumer attitude. The initial foundation, namely, the company provides services in the form of, products, prices, places and promotions that are strong and pay attention to environmental aspects and are committed to protecting the environment, will produce positive attitudes from various aspects (cognitive, affective and behavior) in the minds of consumers. The development of a strong green marketing mix will certainly result in a consumer attitude which will act as a mediating relationship between the green marketing mix and the green purchase intention. The influence of green marketing mix on green purchase intention also strengthens the research conducted by Andini (2015) which shows that showing green marketing has a positive and significant effect on the purchase intention of green products. This means that the green marketing mix offered by the company Love, Beauty and Planet is able to provide a good perception of green products in the minds of consumers so as to increase the buying intention of green products. This is reinforced by the ideas put forward by Chaterjee (2019) who in his research stated that the more environmentally friendly products provided by marketers will encourage the behavior of green product purchase intentions.

The effect of green marketing mix on green purchase intention is mediated by consumer attitude. The results show that there is an effect of mediating consumer attitude variables. Companies must strive to maintain the attitude of consumers will entrust environmentally friendly products Love, Beauty and Planet \ et. To be able to maintain and strengthen consumer attitude, companies must educate their markets for environmental awareness in the minds of consumers so as to create an attitude to care for the environment, and educate their markets that the products made by the company are truly environmentally friendly. Companies can improve and continue to develop their products for the better, the company's campaigns are good but it will be better if the company continues to campaign for social care and be active in social activities by conducting green planting or approaching it through training education on how to manage waste so as not to damage the environment . and do 3R (reduce, reuse, recycling) products,

Several research limitations can be drawn from this study. The scope of this study is only for consumers in the Indonesia areas, so the results of the study cannot be generalized to areas outside the scope of the study. Considering that this research was conducted in a certain point of time while the environment can change at any time, which causes this research to be carried out again. actual buying behavior in the sense that consumers really do make a purchase.

5. Conclusion

Based on the results of the study showed that the green marketing mix has a positive and significant effect on customer attitude on the Green product purchase intention. Corporate responsibility for the environment is an important thing to do, the company provides services in the form of, products, prices, places and promotions that are strong and pay attention to environmental aspects and are committed to protecting the environment, will produce positive attitudes from various aspects (cognitive, affective and behavior) in the minds of consumers. Love, Beauty and Planet has a green

marketing mix providing services in the form of products, prices, places and good promotions so that it affects the attitude of consumers in responding to Love, Beauty and Planet products.

Based on the results of the study showed that the green marketing mix had a positive and significant effect on green purchase intentions on Love, Beauty and Planet products in West Indonesia. A company that has a strong green marketing mix will present the possibility of buying interest. Love, Beauty and Planet offers a product with an emphasis on ecological aspects of its products so that it is not harmful to the environment. The green marketing mix owned by Love, Beauty and Planet influences buying interest in consumers.

Based on the results of the study showed that consumer attitude had a positive and significant effect on green purchase intentions for Love, Beauty and Planet in West Indonesia. Attitude is a tendency that is learned to respond in a way that is consistently beneficial or unfavorable from that given by an object. This can be proven by respondents' responses to the customer attitude of Love, Beauty and Planet products that have good responses. This means that the positive nature of Love, Beauty and Planet products encourages the intention to buy green products.

Based on the results of the study showed that customer attitude is able to mediate the green marketing mix of green product purchase intentions Love, Beauty and Planet in West Indonesia. There is a positive and significant effect between the green marketing mix variable on the green product purchase intention through customer attitude. The attitude of consumers towards the green marketing mix owned by Love, Beauty and Planet can produce positive attitudes from various aspects. Giving rise to buying interest in Love, Beauty and Planet products.

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