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GREEN MARKETING STRATEGIES AND PERCEIVED VALUE TO PURCHASE DECISIONS FROM AN ISLAMIC BUSINESS PERSPECTIVE (A Study of Sakara Coffee Consumers in Bandar Lampung)

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ABSTRACTS

Increasing consumer awareness of environmental issues is driving perpetrator Coffee shop businesses implement green marketing strategies as part of their business. from sustainable marketing. From an Islamic business perspective, marketing is not only profit oriented, but also value oriented. ethics, social responsibility, and environmental conservation. This research aims This study analyzes the influence of green marketing strategies and perceived value on consumer purchase decisions from an Islamic business perspective at Sakara Coffee in Bandar Lampung. The study uses a multidisciplinary approach. quantitative descriptive-causal with primary data from 99 respondents selected through purposive sampling. Structural Equation Modeling Partial Least Square (SEM-PLS) with SmartPLS 4 was used for the analysis. The study's findings demonstrate that purchasing decisions are positively and significantly impacted by perceived value and green marketing tactics. and concurrently. This finding confirms that the implementation of green marketing is in harmony with Islamic business principles and is able to increase perceived value by consumers can encourage decision ethical and sustainable purchasing.

A. INTRODUCTION

In recent years, there has been a notable rise in public awareness of environmental issues. The exploitation of natural resources, a changing environment, and an increase in waste have all prompted customers to choose their goods and services more carefully (Irvansyah & Puteri, 2025). Coffee shops are expanding quickly in Indonesia, and this circumstance also influences consumption habits in the food and beverage sector. These days, buyers evaluate goods based on more factors than just flavor and cost. sustainability, corporate morality, and the effects their products have on the environment.

Increasing green lifestyle trends encourage actors efforts to implement environmentally oriented marketing strategies or green marketing. Green marketing is defined as a series of effort companies in designing, promoting, and distributing products that pay attention to aspect environmental sustainability and social responsibility(Puspitasari et al., 2025). As the with consumer concern for various environmental issues, the implementation of green marketing has become an increasingly crucial aspect for companies. Green marketing is a marketing approach that focuses on the application of environmental sustainability principles in product development, production processes, and delivery marketing messages to shape perceptions and encourage consumer behavior towards environmentally friendly products (Kiyak & Grigoliene , 2023).

However Thus, the results of empirical research related to the effectiveness of green marketing are still show inconsistent findings. Several studies state that green marketing and perceived value have a significant influence on purchasing decisions. purchasing (Damayanti & Nuvriasari,2021), On the other hand, a number of studies show that the influence of green marketing is relatively limited or indirect if not supported by value product functionality, such as competitive prices, taste quality, and comfort services. The variation in research results reflects the existence of discourse academic aspects related to the extent to which sustainability plays a role as a factor determinant in forming behavior consumer purchasing (Zahra & Rohman, 2024).

Perceived value referring to the evaluation comprehensive consumer perception of the benefits received compared to with sacrifices made. In the context of a *coffee shop*, this value not only includes aspects of quality , taste and price, but also includes consumption experience, social values, and harmony with consumer personal values , including concern for the environment (Pratama & Engraini, 2024).

In Indonesian coffee shops, the execution of green marketing is predominantly evident through the utilization of non-plastic straws, incentives for customers who bring their own tumblers, waste management practices, and the design of business spaces that promote sustainable and eco-friendly lifestyles (Jannah et al ., 2025) However Thus, the effectiveness of the strategy is not solely determined by the

implementation aspect, but also by the level consumer understanding and interpretation of the value offered.

Thus, green marketing has potential influence purchases decision only when consumers actually feel *perceived value* from practice environmentally friendly practices are implemented. Because consumers will purchase a product if mark perceived benefits equal or exceed the costs they have to pay (Farah Salsabilla, 2024).

In addition, the majority of previous studies tend to focusing on *fast-moving consumer goods* (FMCG) or *coffee shop* products scale national, while the study focused on *coffee shops* local Still relatively minimal. Furthermore, research that integrates the concept of green marketing and *perceived value* from an Islamic business perspective is also still seldom encountered. In fact, from an Islamic perspective, business activities are not merely directed at achieving profits economy, but must also reflect values ethics such as honesty (*siddiq*), trustworthiness, justice (*'adl*), as well as public welfare (*maslahah*), including responsibility in maintaining environmental sustainability. These principles are in line with the teachings of the Qur'an which confirms prohibition of causing damage to the face earth as well as placing humans as caliphs who are responsible for sustainability nature (Ramdania, 2021).

The concept of green marketing has harmony with the principles of Islamic business ethics because both of them emphasize importance sustainability, social responsibility, and effort environmental protection. The Qur'an explicitly prohibit acts of vandalism nature and places humans as caliphs on earth who are responsible for maintaining its sustainability, the following is a verse of the Qur'an:

وَابْتِغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ

Meaning "And, remember your role in this world while pursuing the reward that Allah has given you in the hereafter." Since Allah has shown you goodness, treat others with kindness and refrain from corruption on earth. After all, Allah detests those who commit evil. (QS Al- Qashash 28:77)."

In this study, the Islamic business perspective is used as a normative framework that functions to provide a basis. ethics towards consumption behavior, not as a variable that is analyzed statistically. The Islamic view places consumption activities are not solely about achieving benefits economy, but also on the creation welfare as well as responsibility in maintaining environmental sustainability. The concept of green marketing is in line with the principles of maqashid al-shariah, especially in efforts guard sustainability life and balance nature (Ramdania , 2021).

In addition, the theory of ethical consumption in Islam emphasizes that Muslim consumers consider the values benefits, justice, and social implications in the decision-making process purchasing decision. Thus, the implementation of environmentally oriented marketing strategies has the potential increase perceived value by consumers and drives decision purchasing within the framework of Islamic business (Santoso & Masduqie,2026). Although studies on green marketing and consumer behavior have developed rapidly, most previous research is still focused on conventional marketing perspective as well as large scale research objects or companies national. It is generally known that the implementation of green marketing strategies can influence attitudes and consumer purchases decisions through the formation of perceived value.

However Thus, the findings existing empirical still shows mixed results, especially in the business context local scale small and service sectors such as coffee shops. In addition, research that examines relatedness between green marketing, perceived value, and purchasing decisions in an Islamic business perspective is still relatively limited. However, in the Islamic economic framework, consumption Economic factors are not the only ones that affect behavior. utilities economics, but also by value ethics, social responsibility, and the principles of environmental welfare and sustainability.

This study intends to examine the impact of perceived value and green marketing tactics on customer choices in light of this disparity. consumer purchasing in the setting of neighborhood coffee shops from an Islamic business standpoint. This study provides a theoretical foundation for the advancement of Islamic marketing theory by showing that marketing strategies oriented towards environmental sustainability not only produce value functional and emotional for consumers, but also in harmony with mark religious, moral, and responsibility as a caliph in protecting the environment.

Thus, this study offers approach integrative that connects sustainable marketing concept with the principles of Islamic business ethics, as well as enrich literature on Muslim consumer behavior in the business context local. It is anticipated that the research findings will have practical ramifications for the perpetrators' efforts to create ethical, sustainable, and welfare-oriented marketing strategies as well as scholarly implications for the advancement of Islamic marketing theory.

B. METHOD

This study employs a quantitative method featuring a descriptive-causal research style (explanatory research) designed to examine how green marketing strategies and perceived value affect consumer buying choices. The study took place in 2025, with Sakara Coffee in Bandar Lampung as the research site(Budi Mardjuki et al ., 2023)

1. Data Collection Sources and Techniques

Primary data source is the primary data obtained direct from respondents through questionnaire structured questionnaire distributed online using Google Form to Sakara Coffee consumers. Instrument study arranged based on indicator green marketing strategy variables, perceived value, and purchase decisions, as well as measured use Likert scale (Fahrizal et al ., 2024)

2. Population and Sampling Techniques

Population includes all Sakara Coffee consumers in Bandar Lampung who have ever made a purchase. Because the number off the population cannot be known with certainty (infinite population), (Sugiono , 2021) Purposive sampling is used in this study, and respondents: have made purchases at least 1-3 times in the last three months , are aged ≥ 17 years, are active consumers, are willing to filled out a questionnaire, and were Muslim. Determination the number of samples refers to the formula Lemeshow, thus obtaining a minimum sample of 96 respondents (Slamet Ryanto, 2024).

3. Data Analysis Techniques and Methods

Data assessment was conducted utilizing SmartPLS 4 software facilitates Structural Equation Modeling–Partial Least Square (SEM-PLS). This method was selected because it does not require normally distributed data and may simultaneously analyze relationships between latent variables. The evaluation was implemented in two phases. stages, specifically the appraisal of the outer model and the inner model. (Hatta Setiabudhi & Yudi Agus Setiawan, 2024)

4. Validity and Reliability Test

The value outer loading (>0.60) and Average Variance Extracted (AVE) (>0.50) are used to test validity convergence (Sugiono & Afrianti Wahyu,2020). Test of reliability Cronbach's Alpha and Composite Reliability were used to gauge the instrument. with a mark threshold greater than 0.60, indicating the indicator's internal consistency in assessing the research construct(Janna & Herianto , 2021).

5. Relationship Testing and Hypothesis Testing

Path coefficient analysis is used to analyze the relationship between variables in order to assess the degree and direction of the influence that the independent variable has on the dependent variable. By looking at the t-statistic and p-value, the bootstrapping approach is used to do the significance test. If the p-value is high, a relationship is deemed significant. (Hair et al., 2021).

C. RESULTS AND DISCUSSION

a) Research result

1. Validity Test Convergent

Table 1. Loading Factor

Indicator	Green Marketing (X1)	Perceived Value (X2)	Purchase Decisions (Y)	Information
X1.1	0.916			Valid
X1.2	0.882			Valid
X1.5	0.899			Valid
X1.6	0.903			Valid
X2.1		0.875		Valid
X2.2		0.902		Valid
X2.3		0.895		Valid
X2.4		0.886		Valid
X2.5		0.867		Valid
Y.1			0.835	Valid
Y.2			0.865	Valid
Y.3			0.844	Valid
Y.4			0.878	Valid
Y.5			0.848	Valid
Y.6			0.874	Valid
Y.7			0.869	Valid
Y.8			0.896	Valid

Source: Data processing (2026)

Based on the data in the table, it can be concluded that all research items have met the requirements. criteria validity convergent, which is indicated by the value *outer loading* of each item is above 0.7.

2. Reliability Test

a) Composite reliability

Table 2. Cronbach's Alpha , Composite Reliability , and AVE

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<i>Green Marketing (X1)</i>	0.922	0.922	0.945	0.810
<i>Perceived Value (X2)</i>	0.931	0.933	0.948	0.783
<i>Purchase Decisions (Y)</i>	0.951	0.952	0.959	0.746

Source: Data processing (2026)

Based on the data in Table 2, all variables in this study have fulfilled the requirements. composite reliability criteria. Thus, it can be concluded that each variable is stated reliable and worthy to proceed to the next stage testing next.

b) Cronbach's alpha

Based on the results displayed in the table, a variable is stated fulfil Cronbach's alpha test criteria if it has a value of more than 0.7. (Hatta Setiabudhi & Yudi Agus Setiawan, 2024) So it can be concluded that the variables in the study have met the criteria. Cronbach's alpha criteria, so that all variables show a level of high reliability. In addition, evaluation is also carried out through the Average Variance Extracted (AVE) value with minimum limit is more than 0.5. Based on Table 4.6, all variables are stated to have fulfilled the these requirements.

3. Structural Model Data Analysis (Inner Model)

a. Multicollinearity Test (VIF)

Table 3. Multicollinearity Test (VIF)

Indicator (X)	VIF	Indicator (Y)	VIF
X1.1	3,580	Y.1	3,267
X1.2	2,658	Y.2	3,352
X1.5	3,052	Y.3	3,075
X1.6	3.140	Y.4	4,483

X2.1	2,790	Y.5	3.105
X2.2	3,513	Y.6	3,323
X2.3	3,243	Y.7	3,516
X2.4	3,116	Y.8	4.163
X2.5	2,788		

Source: Data processing (2026)

The multicollinearity and full collinearity VIF evaluation findings demonstrate that every indication has a VIF value that is still within qualifying limitations, which is less than the tolerance level of 5. This condition is not significant, despite the fact that a number of indicators have VIF values greater than 3.3, indicating a modest level of correlation and potential common technique bias resulting from data collection using a single questionnaire in a single period assessment. As a result, the study model can still be applied, but care should be taken when interpreting the analysis's findings.

b. Coefficient Determination (R square)

Coefficient determination (R^2) is a measure a statistic that shows how much the independent variable is able to explain the variation in the dependent variable in a model. This value also reflects level accuracy model prediction , where the higher the The closer the R^2 value (closer to 1), the better the model's ability to explain and predict the variables studied (Hatta Setiabudhi & Yudi Agus Setiawan, 2024) The following are the results of the R square test conducted by the researcher :

Table 4. Coefficient Test Results determination

Matrix	R-square	R-square adjusted
Purchase Decisions (Y)	0.881	0.879

Source: Data processing (2026)

Coefficient analysis The coefficient of determination (R^2) reveals a value of 0.881, with an adjusted R^2 equating to 0.879 concerning the Purchase Decisions (Y) variable. This result signifies that 88.1% of the changes in purchase behavior can be simultaneously accounted for by the Green Marketing Strategy (X1) and Perceived Value (X2) variables, leaving 11.9% affected by other elements not covered by the research model. The elevated R^2 value signifies that the structural model possesses an excellent capacity for predicting consumer buying behavior. Consequently, the third hypothesis (H3) proposes that independent variables jointly influence Purchase Decisions from the perspective of Islamic business, and this assertion is accepted.

The R² value of 0.881 shows that the model possesses a highly robust ability to explain. This signifies that the green marketing approach and perceived worth are key factors influencing purchasing decisions within the scope of this study. The elevated value can be attributed to the closeness of the concepts in elucidating consumer behavior focused on sustainability.

c. f-square Effect Size Test

Effect size (f²) is used to measure how big a role each exogenous variable plays in explaining changes in endogenous variables.

Table 5. Effect Size f-square test

Construct	f ²	Description
X1 -> Y	0.187	Currently
X2 -> Y	0.365	Big

Source: Data processing (2026)

The f² value of variable X1 of 0.187 indicates a strong contribution to Y, making it a determinant. main variable. On the other hand, variable X2 with The f² value of 0.365 has a moderate and relatively smaller influence compared to X1.

d. Goodness of Fit (SRMR)

Table 6. Goodness of Fit (SRMR)

Construct	Saturated model	Estimated model
SMRM	0.045	0.045

Source: Data processing (2026)

The SRMR value of 0.045 indicates that the model has very good goodness of fit. Because is below the limit of 0.08.

e. Hypothesis Testing

testing in this study was carried out by observe original sample value to find out The direction of the influence, whether positive or negative. Furthermore, an influence is declared significant if it has a p-value of less than 0.05. (Slamet Ryanto , 2024) The following are the results of the data analysis in this study:

Table 7. Total Effect

Hypothesis	Influence	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1	X1 -> Y	0.399	0.392	0.111	3,605	0.000
H2	X2 -> Y	0.557	0.562	0.107	5,196	0.000

Source: Data processing (2026)

This study's first hypothesis looks at how green marketing strategies affect consumers' decisions to buy. The test findings indicate a p-value of 0.000 and an initial sample value of 0.399. This result suggests that Purchase Decisions (Y) are positively and significantly impacted by Green Marketing Strategy (X1). As a result, the initial hypothesis was adopted. The second hypothesis examines how perceived value affects purchasing decisions. According to the analysis's findings, it was The p-value was 0.000 and the initial sample value was 0.557. These findings show that Purchase Decisions (Y) are positively and significantly impacted by Perceived Value (X2). As a result, the study's second hypothesis is also expressed Accepted.

4. Summary of Hypothesis Test Results

Based on the presentation of the results of previous research, the following served Summary of the results of hypothesis testing as follows :

Table 8. Summary of Hypothesis Test Results

	Hypothesis	Information
H1	<i>Green Marketing Strategy has a positive and significant influence on Purchase Decisions .</i>	Accepted
H2	<i>Perceived value has a positive and significant effect on purchase decisions .</i>	Accepted

Source: Data processing (2026)

Based on the results of the tests that have been carried out previously, it can be explained that the research instruments used and filled out by respondents to measure the variables of Green Marketing Strategy and Perceived Value towards Purchase Decisions stated valid and reliable. Thus, all the indicators and statements used in this study are appropriate and can be used in further research, and The measurement results obtained can be further analyzed to answer the research objectives from an Islamic business perspective, especially for Sakara Coffee consumers in Bandar Lampung.

Table 9. Summary Interpretation Numerical Research Results

Relationship between variables	Original Sample	P-values	Information
Strategy → Purchase Decisions	0.399	0.000	Significant Positive
Perceived value → Purchase Decisions	0.557	0.000	Significant Positive
Relationship between variables	R-square	R-square adjusted	Information
Green Marketing Strategy X Perceived value → Purchase Decisions	0.881	0.879	Significant Positive

Source: Data processing (2026)

1. Green Marketing Strategy has a positive and significant influence on Purchase Decisions.

Based on the findings of the data analysis, the Green Marketing Strategy variable demonstrates a strong and positive impact on Purchase Decisions, as evidenced by the initial sample value of 0. 397 and a P-value of 0. 000. This supports hypothesis H1, which suggests that the Green Marketing Strategy has a favorable and significant effect on Purchase Decisions, indicating that H1 is validated. This aligns with the study conducted by Bougi, Agustarinda Saka Pertiwi, and Raya Sulistyowati, titled "The Impact of Green Marketing Strategy and Social Media Marketing on Local Kerjodalu T-Shirt Purchasing Decisions. " Their findings reveal that both Green Marketing and social media marketing positively influence consumer purchasing choices (Pertiwi & Sulistyowati, 2021) Moreover, Herlina Sinaga's research, "The Effect of Green Marketing Strategy on Tupperware Product Purchase Decisions in Jambi City," confirms that her research shows the application of green marketing strategies has a favorable and substantial effect on consumer choices regarding Tupperware products (Sinaga, 2021).

The results of this study indicate that the more optimal the implementation of *green marketing* strategies by Sakara Coffee, the greater the tendency of consumers to make *purchasing decisions*. This condition indicates that marketing practices oriented towards environmental sustainability can foster trust and increase consumer attractiveness to the products offered. Thus, the aspect environmental concern has proven to be an important element valuable contribution influence behavior consumer purchases.

2. *Perceived value has a positive and significant effect on purchase decisions.*

According to the findings from the data analysis, the Perceived Value Strategy variable has a strong and positive effect on Purchase Decisions. This is supported by the original sample value of 0.559 and P-values of 0.000. This aligns with H2, which indicates that perceived value positively and significantly influences purchase decisions, suggesting that H2 is accepted. This aligns with the research conducted by Khaerud, Dawam, Muchsin Saggaff Shihab, titled "The Impact of Perceived Value and Brand Image on Consumer Buying Choices of Electronic Products." the results of the study stated *Perceived Value* proven to have a positive and significant influence on decisions electronic product purchases (Dawam & Saggaff Shihab, 2024). Furthermore, research by Ahmad Muslich Amin, Muinah Fadhilah, and Putri Dwi Cahyani entitled "The Mediating Role of Perceived Value on Purchase Decisions in Ecommerce" results indicate that the perceived value variable has a significant influence on purchasing decisions. purchase by acting as a mediator between brand image and digital marketing (Amin et al.,2024).

Based on the results of the research that has been conducted, it can be concluded that the higher the value that consumers feel towards the product offered, the greater the tendency of consumers to take it. decision purchase. This shows that perceptions regarding benefits, quality, and suitability between sacrifices and benefits obtained are important factors in influencing decision purchase. Thus, perceived value plays a role as an element the main thing that forms consumer confidence before deciding to buy.

D. CONCLUSION

Based on the research results and explanations that have been carried out, the author draws several conclusions as follows:

1. Green marketing strategies have been shown to greatly and positively influence the buying choices of Sakara Coffee customers in Bandar Lampung. This illustrates the success of marketing strategies that focus on environmental responsibility, including the use of sustainable materials and messaging. Highlight sustainability, which can enhance consumers' tendencies when making purchasing decisions.

2. The perceived value has been shown to positively and significantly affect decisions. Purchases of Sakara Coffee by consumers in Bandar Lampung. These findings suggest that when consumers perceive a higher value in a product – reflected in better evaluations regarding product quality, benefits received, price appropriateness, and overall consumption experience – there is an increased likelihood of their purchasing the product.
3. The strategy of green marketing and the perceived value both clearly demonstrate a positive and noteworthy impact on purchasing decisions. Together, these two factors can account for the majority of differences in buying choices. Consumer purchases suggest that the connection between environmental concern and consumers' perceived value is a key factor in shaping purchasing behavior. The better the use of eco-friendly marketing strategies that also increase the product's value, the greater the likelihood that consumers will choose to buy.
4. *Green marketing* strategy and *perceived value* proven to have a positive and significant influence on *purchase decisions* from an Islamic business perspective. Consumer purchasing decisions are not solely influenced by considerations rational and economic, but also influenced by moral values, ethics, principles of sustainability, as well as aspect blessings. Perceived products environmentally friendly, provides benefits, halal, and presents welfare tend to be prioritized by Muslim consumers. Therefore, companies that are able to provide quality products harmonious height with sharia principles and sustainability have a greater chance of pushing decision consumer purchases.

E. SUGGESTION

Additional research is anticipated to create models that incorporate another potential factor affecting purchase decisions, including brand image, green trust, consumer satisfaction, service quality, and levels of religiosity. Incorporating these variables is essential for gaining a fuller understanding of the elements that influence consumer purchasing decisions, especially within the realm of sustainable marketing. Moreover, upcoming studies may investigate the impact of mediating or moderating factors to enhance the understanding of the connection between variables. This would enable a more comprehensive explanation of how green marketing strategies and perceived value influence each other, particularly from an Islamic business viewpoint.

Additionally, it is advised that future research should broaden the subject and location of the study. It should not be confined solely to Sakara Coffee consumers in Bandar Lampung, but should also include similar business entities in different regions. This seeks to enhance the overall applicability of research findings. Employ various research methods, including qualitative as well as mixed

approaches, while also considering an expanded number of respondents and diverse sampling techniques. This will enhance the richness, depth, and analytical strength of the research findings in examining consumer decision-making behavior based on Islamic business values and ethics.

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