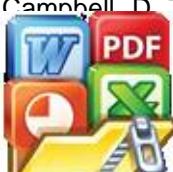


DAFTAR PUSTAKA

- Adi, I. N. R., Mulyadi, M., Wirsa, I. N., Astawa, I. N. D., & Setini, M. (2022). Trust is felt to be a good trigger in marketing and green products in generating purchase interest. *Management Scientific Journal*, 12(2), 170-188.
- Adialita, T., & Sigarlaki, F. F. (2020). Consumers' green purchase behavior in West Java, Indonesia: Applying the theory of planned behavior. *International Conference on Science, Technology, and Environment 2020*, 361-370.
- Agustini, N. K. D. A. (2017). Analisis faktor-faktor yang memengaruhi keputusan membeli di online shop mahasiswa jurusan pendidikan ekonomi angkatan tahun 2012. *Jurnal Pendidikan Ekonomi Undiskha*, 9(1), 127-136.
- Ahmad, A., Madi, Y., Abuhashesh, M., Nurairat, N. M., & Masa'deh, R. (2020). The knowledge, attitude, and practice of the adoption of green fashion innovation. *Journal of Open Innovation: Technology Market, and Complexity*, 6(1), 1-21.
- Alam, S. M. I. (2022). *Prospect theory: Logic and fallacy*. Jahangirnagar University.
- Aqilah, N. S., & Farid. (2021). Pengaruh green value dan emotional value terhadap repurchase intention yang dimediasi oleh perceived quality pada konsumen produk kecantikan Innisfree di Kota Medan. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(4), 1-16.
- Asgharian, R., Salehi, M., Saleki, Z. S., Hojabri, R., & Nikkheslat, N. (2012). Green product quality, green customer satisfaction, and green customer loyalty. *IRACST: International Journal of Research in Management & Technology (IJRMT)*, 2(5), 499-503.
- Aulia, D., Rini, E. S., & Fadli. (2021). The influence of gamification, e-service quality and e-trust on online purchase decision with online purchase intention as intervening variable at the marketplace Shopee in Medan city. *International Journal of Research and Review*, 8(8), 546-558.
- Brooks, J. L. (2012). Counterbalancing for serial order carryover effects in experiment condition orders. *Psychological Methods*, 17(4), 600-614.
-  Campbell, D. T. & Stanley, J. C. (1963). *Experimental and quasi-experimental research*. Rand McNally & Company.
- odstein, R. C. (2001). The moderating effect of perceived risk on consumers' evaluations of product incongruity: Preference for the natural. *Journal of Consumer Research*, 28(3), 439-449.

- Cervellon, M. C., Hjerth, H., Ricard, S., & Carey, L. (2010). Green in fashion? an exploratory study of national differences in consumers concern for eco-fashion. *Glasgow Caledonian University*, 1(0), 1-18.
- Chen, S., Zhao, J., Xu, H., & Zhu, Z. (2023). When and how does decoy effect work? the roles of salience and risk aversion in the consumer decision making process. *Journal Electronic Commerce Research and Applications*, 63(1), 1-13.
- Cheng, B., Wang, Y., Shi, X., & Zhou, M. (2022). Fashion retail competition on product greenness with overconfidence. *Journal RAIRO Operations Research*, 56(1), 101-114.
- Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., Noer, B. A. (2018). The investigation of consumers' behavior intention in using green skincare products: A pro-environmental behavior model approach. *Journal Sustainability*, 10(3922), 1-15.
- Codrington, G. T., & Marshall, G. S. (2004). *Mind and gap*. Penguin Book.
- Colman, A. M., Pulford, B. D., & Crombie, A. (2023). Persistence or decay of strategic asymmetric dominance in repeated dyadic games?. *Experimental Economics*, 1-21.
- Cui, M. (2022). How does the decoy effect affect decision-making and how we can prevent it?. *Proceedings of the 2022 7th international Conference on Financial Innovation and Economic Development (ICFIED 2022)*, 1(0), 1753-1756.
- Dajiba, D. C., & Bejan, B. (2017). Behavioral antecedents for enhancing green costumer loyalty in retail. *BASIQ International Conference: New Trends in Sustainable Business and Consumption*, 1(1), 183-191.
- Dangelico, R. M., Alvino, L., & Fraccascia, L. (2022). Investigating the antecedents of consumer behavioral intention for sustainable fashion products: Evidence from a large survey of Italian consumers. *Journal Technological Forecasting & Social Change*, 185(1), 1-19.
- Dempster & Hanna (2015). *Research methods in psychology for dummies*. John Wiley & Sons, Ltd.
- Depuy, V., Berger, V. W. (2005). Counterbalancing. *Encyclopedia of Statistics in Science*, 1(0), 418-420.
- 
- Ng, J., Harvey, J., Skatova, A., & Otto, A. R. (2023). Decoy me wild: Evidence for (and constraints on) attraction effects in consumer choices. *PsyArXiv Preprints*, 1(1), 1-28.

- ElHaffar, G., Durif, F., & Dube, L. (2020). Towards closing the attitude-behavior gap in the green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, 1(1), 1-53.
- Fechner, W., & Herder, E. (2021). Digital nudging for more ecological supermarket purchases. *UMAP '21 Adjunct*, 284-292.
- Field, A. (2009). *Discovering statistics using SPSS (and sex and drugs and rock 'n' roll) (3rd ed.)*. Sage Publications Ltd.
- Field, A., & Hole, G. (2013). *How to design and report experiments*. SAGE Publications Ltd.
- Firdaus, D. (2023). Green product purchase decision: The role of environmental consciousness and willingness to pay. *Jurnal Aplikasi Manajemen*, 21(4), 1045-1060.
- Fitri, N. N., Wulandari, E., Budiman, M. E., & Ernah. (2024). Minat beli generasi Z terhadap tumbler dan sedotan ramah lingkungan. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10(1), 702-716.
- Fitriana, A. (2023). Young customer's green purchase intention: Study from developing country, Indonesia. *JEMBA: Journal of Economics, Management, Business and Accounting*, 1(3), 81-98.
- Francis, T., & Hoefel, F. (2018). *True gen': Generation Z and its implications for companies*. McKinsey & Company.
- Frederick, S., Lee, L., Baskin, E. (2014). The limits of attraction. *Journal Marketing Research*, 51(4), 4877-507.
- Galloway, A. (2005). Non-probability sampling. *Encyclopedia of Social Measurement*, 2(1), 859-864.
- Gayatri, N. K. A. M. (2021). Konsep decoy product dalam Undang-Undang No.8 Tahun 1999 tentang perlindungan konsumen. *Jurnal Kertha Semaya*, 9(3), 533-541.
- Hashem, T., & Alzyoud, M. F. (2020). Influence of decoy marketing on impulsive purchasing behavior among adult customers of tech market in Jordan, 'ole of brand equity. *Journal of critical reviews* 7(15), 3729-
- 
- 14). Rancangan eksperimen acak. *Buletin Psikologi*, 22(2), 91-
- Herr, D. (2011). *Introduction to research methods in psychology*.

Pearson Education.

- Huber, J., Payne, J. W., & Puto, C. (1982). Adding asymmetrically dominated alternatives: Violations of regularity and the similarity hypothesis. *Journal of Consumer Research*, 9(1), 90-98.
- Huber, J., Payne, J. W., Puto, C.P. (2014). Let's be honest about the attraction effect. *Journal Marketing Research*, 89(6), 50-60.
- Hudayah, S., Ramadhani, M. A., Sary, K. A., Raharjo, S., & Yudaruddin, R. (2023). Green perceived value and green product purchase intention of gen Z consumers: Moderating role of environmental concern. *Journal of Environmental Economics*, 14(2), 87-102.
- Jeong, Y., Oh, S., Kang, Y., & Kim, S. H. (2021). Impacts of visualizations on decoy effects. *International Journal of Environmental Research and Public Health*, 18(1), 1-19.
- Jordan, G., Leskovar, R., & Maric, M. (20180. Impact of fear of identity theft and perceived risk on online purchase intention. *Journal Organizacija*, 51(2), 146-155.
- Jung, H. J., Choi, Y. J., & Oh, K. W. (2020). Influencing factors of Chinese consumers' purchase intention to sustainable apparel products: Exploring consumers "attitude-behavioral intention" gap. *Journal Sustainability*, 12(1770), 1-14.
- Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2), 263-293.
- Kaptein, M. C., Emden, R. V., & Lannuzzi, D. (2016). Tracking the decoy: Maximizing the decoy effect through sequential experimentation. *Journal of Palgrave Communications*, 1-10.
- Karamé, J. I., Mangantar, M., & Gunawan, E. (2023). Factors affecting online purchase decision of generation Z in Shopee application. *Jurnal EMBA*, 11(1), 248-258.
- Kimbarlina, V., & Enrico. (2021). Produk fashion dari limbah untuk mendukung kegiatan sustainable fashion. *Jurnal Folio*, 2(2), 49-46.
- Kubíková, L., & Rudý, S. (2024). Attitudes of generation Z towards sustainable tourism. *TEM Journal*, 13(2), 1116-1125.
- R. (2000). Multigeneration employees: Strategies for effective nt. *The Health Care Manager*, 19(1), 65-76.
- P. F. E., & Saputra, N. G. (2024). The influence of decoy effect er purchasing decisions at Starbucks Jakarta. *SHS Web of*



Conferences, 182(1), 1-7.

- Kotler, P., & Amstrong. (2001). *Prinsip-prinsip pemasaran*. Penerbit Erlangga.
- Kotler, P. (2005). *Manajemen pemasaran jilid 2 (11th ed.)*. Penerbit Indeks.
- Kotler, P., Keller, K.L. (2007). *Manajemen pemasaran jilid 1 (12th ed.)*. Penerbit Indeks.
- Kotler, P., Keller, K.L. (2009). *Manajemen pemasaran (13th ed.)*. Penerbit Indeks Latipun. (2017). Psikologi eksperimen. UMM Press.
- Lestari, D. S., & Setianingrum, I. F. (2023). Preferensi pembelian green product: Eksplorasi faktor-faktor yang memengaruhi keputusan pembelian produk tisu Tessa. *Journal of Economics and Business Research*, 2(2), 176-185.
- Lopes, J. M., Gomes, S., & Pinho, M. M. (2023). From green hype to green habits: Understanding the factors that influence young customers' green purchasing decisions. *ERP Environment and John Wiley & Sons Ltd*, 1(1), 1-13.
- McDermott, R. (1998). *Risk-taking in international politics: Prospect theory in American foreign policy*. University of Michigan Press.
- Mo, F., Matsumoto, T., Fukushima, N., Kido, F., & Yamana, H. (2022). Decoy effect of recommendation systems on real e-commerce websites. *Journal CEUR Workshop Proceedings*, 3222(13), 151-163.
- Monk, R. L., Qureshi, A. W., Leaterbarrow, T., & Hughes, A. (2016). The decoy effect within alcohol purchasing decisions. *Journal Substance Use & Misuse*, 51(10), 1353-1362.
- Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German Consumers. *Journal of Retailing and Consumer Services*, 31(1), 389-397.
- Mousavizadeh, M., Kim. D. J., & Chen, R. (2016). Effects of assurance mechanism and consumer concerns on online purchase decisions: An empirical study. *Decision Support Systems*, 92(1), 79-90.
- Mutiara, A. N., Famiola, M., Valendia, I. A. S., & Raihana, J. (2023). Understanding the antecedents of green cosmetics purchase among consumers. *Journal of Business and Management Review*, 23.
- Inheman, D. (2005). The boundaries of loss aversion. *Journal of Reseach*, 42(2), 199-128.

- generasi Z dan generasi milenial di Indonesia terhadap Zara. *Jurnal Bina Manajemen*, 10(2), 26-41.
- Ohlhausen, P., & Langen, N. (2020). When a combination of nudges decreases sustainable food choices out-of-home-the examples of food decoys and descriptive name labels. *Journal Foods*, 9(1), 1-18.
- Omar, R. N., Hashim, N. A. A., Zain, M. E. N., Velayuthan, S. K., Zamri, M. A. S., Ramli, N. H. A., Chandran, S., & Zulkifli, Z. (2020). Do attitude, price, and product quality influence the willingness to purchase green products among higher education students?. *Palarch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 1887-1899.
- Pambudi, N. S. H., Haldani, A., & Adhitama, G. P. (2019). Studi preferensi masyarakat Jakarta terhadap genderless fashion. *Jurnal Rupa*, 4(1), 54-63.
- Parrish, A. E., Evans, T. A., & Beran, M. J. (2015). Rhesus macaques (macaca mulatta) exhibit the decoy effect in a perceptual discrimination task. *Atten Percept Psychophys*, 77(1), 1715-1725.
- Pettibone, J. C., & Wedell, D. H. (2000). Examining models of nondominated decoy effects across judgement and choice. *Organizational behavior and human decision processes*, 8(2), 300-328.
- Pinem, R. J., Kurniawati, N. I., & Werdani, R. E. W. (2018). Analisis pengaruh label ramah lingkungan terhadap keputusan pembelian produk ramah lingkungan. *Jurnal Studi Manajemen Organisasi*, 15(2), 66-70.
- Pollatsek, A., & Well, A. D. (1995). On the use of counterbalanced design in cognitive research: A suggestion for a better and more powerful analysis. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 21(3), 785-794.
- PwC Indonesia. (2023). *Consumer insights survey and strategies to deal with continued disruptions*. PwC Indonesia.
- Rahayu, L. M. P., Abdillah, Y., & Mawardi, M. K. (2017). Pengaruh green marketing terhadap keputusan pembelian konsumen (survei pada konsumen The Body Shop di Indonesia dan di Malaysia. *Jurnal Administrasi Bisnis (JAB)*, 43(1), 121-131.
-  Hendrarini, H., & Amir, I. T. (2022). Pengaruh decoy effect terhadap keputusan pembelian konsumen di Starbucks Tunjungan Plaza. *Jurnal Ilmiah Mahasiswa AGROINFO GALUH*, 9(2), 2022.
- S. (2024). Faktor psikologi marketing dalam memengaruhi keputusan "decoy effect" membeli produk yang lebih mahal. *Development Progress*, 3(1), 65-74.

- Rosyada, F. A., & Dwijayanti, R. (2023). Pengaruh green marketing dan green product terhadap keputusan pembelian produk Sukin. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(3), 2723-3901.
- Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). *Experimental and quasi experimental designs for generalized causal inference*. Houghton Mifflin.
- Shafie, S., Kamis, A., & Firdaus, M. (2021). Fashion sustainability: Benefits of using sustainable practices in producing sustainable fashion design. *International Business Education Journal*, 14(1), 103-111.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer behavior eighth edition: International edition*. Pearson Prentice Hall.
- Sellers, R., & Nicolau, J. L. (2015). Testing the decoy effect in the presence of store brands. *International Journal of Retail & Distribution Management*, 43(2), 113- 125.
- Sherlin, I., & Siswadhi, F. (2019). Analysing the decoy effect on online product purchasing preference. *Journal Advances in Economics, Business, and Management Research*, 132(1), 125-130.
- Sugiyono (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Swastha, B. (1998). *Manajemen penjualan*. BPFE.
- Swastha, B., & Irawan, (2008). *Manajemen pemasaran modern*. Penerbit LIBERTY.
- Ulfah, M., Eliyawati, N., & Astuti, R. F. (2022). Pengaruh modernitas dan gaya hidup terhadap perilaku konsumsi mahasiswa. *Jurnal Pendidikan Ekonomi Undiksha*, 14(2), 237-245.
- White, K., Hardisty, D. J., & Habib, R. (2019). The elusive green consumer. *Harvard Business Review*, 97(4), 124-133.
- Wufron., Kurniawan, D. A., Nurhasan, R., & Susilawati, W. (2022) The implementation of the decoy effect marketing strategy of PT Telkomsel on purchase decisions in Garut. *Sustainable Collaboration in Business, Information, and Innovation*, 1037-1045.
- .., & Chen, X. (2021). Decoy effect on consumers' purchase relation to meat products: Comparison of pork and chicken. *Frontiers in Psychology*, 12(1), 1-11.

