

DAFTAR PUSTAKA

- Akenji, L. (2014). Consumer scapegoatism and limits to green consumerism. *Journal of Cleaner Production*, 63, 13–23. <https://doi.org/10.1016/j.jclepro.2013.05.022>
- Ali, A., & Ahmad, I. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pak. j. Eng. Technol. Sci*, 2(1), 84–117.
- Ali, S., Halim, F., & Ahmad, N. B. (2016). Beauty Premium and Halal Cosmetics Industry. *Journal of Marketing Management and Consumer Behavior*, 1, 52–63.
- Amallia, B. A., Effendi, M. I., & Ghofar, A. (2021). The Effect of Green Advertising, Trust, and Attitude on Green Purchase Intention: An Evidence from Jogjakarta, Indonesia. *International Journal of Creative Business and Management*, 1(1), 66. <https://doi.org/10.31098/ijcbm.v1i1.4553>
- Anggraini, D. T. (2019, May). A Solutions for Your Cosmetics Waste. Retrieved from Waste 4 Change: <https://waste4change.com/blog/a-solutions-for-your-cosmetics-waste/>
- Ayu. (2021, July). Produksi Sampah Indonesia Capai 67,8 Juta Ton per Tahun. Retrieved from Manado Post: <https://manadopost.jawapos.com/ekonomi-bisnis/15/07/2021/produksi-sampah-indonesia-capai-678-juta-ton-per-tahun/>
- Baiquni, A. M., & Ishak, A. (2019). The green purchase intention of Tupperware products: the role of green brand positioning. *Jurnal Siasat Bisnis*, 23(1), 1–14. <https://doi.org/10.20885/jsb.vol23.iss1.art1>
- Biswas, A., Licata, J. W., Mckee, D., Pullig, C., & Daughtridge, C. (2000). *The Recycling Cycle: An Empirical Examination of Consumer Waste Recycling and Recycling Shopping Behaviors* (Vol. 19, Issue 1).
- BPF. (2020). Why do we need plastic packaging? Retrieved from BPF: <https://www.bpf.co.uk/packaging/why-do-we-need-plastic-packaging.aspx>
- Budianto, Y. (2019). Alarm Masalah Lingkungan Butuh Kepedulian. Retrieved from Kompas: <https://www.kompas.id/baca/metro/2021/10/21/alarm-masalah-lingkungan-butuh-kepedulian>
- Chaudhary, R. (2018). Green buying behavior in India: an empirical analysis. *Journal of Global Responsibility*, 9(2), 179–192. <https://doi.org/10.1108/jgr-12-2017-0058>

- Chekima, B. C., Syed Khalid Wafa, S. A. W., Igau, O. A., Chekima, S., & Sondoh, S. L. (2016). Examining green consumerism motivational drivers: Does premium price and demographics matter to green purchasing? *Journal of Cleaner Production*, 112, 3436–3450.
<https://doi.org/10.1016/j.jclepro.2015.09.102>
- CNN Indonesia. (2018, April). Kesadaran Masyarakat Indonesia akan Kebersihan Masih Rendah. Retrieved from CNN Indonesia:
<https://www.cnnindonesia.com/gaya-hidup/20180423183600-255-292946/kesadaran-masyarakat-indonesia-akan-kebersihan-masih-rendah>
- Condor Ferries. (2021). Marine & Ocean Pollution. Retrieved from Condor Ferries: <https://www.condorferries.co.uk/marine-ocean-pollution-statistics-facts>
- Cruz, M. U. M., & Prabawani, B. (2020). *Konsumen Ramah Lingkungan: Perilaku Konsumsi Hijau Civitas Academica Universitas Diponegoro*.
- Dewanti, T. R., Suharyono, & Bafadhal, A. S. (2018). Pengaruh Green Brand Image terhadap Green Trust serta Implikasinya terhadap Green Purchase Intention (Survei Online pada Calon Konsumen Lush Fresh Handmade Cosmetic di Indonesia). In *Jurnal Administrasi Bisnis (JAB)/Vol* (Vol. 62, Issue 1).
- Diash, A. F., & Syarifah, D. (2021). *Pengaruh Environmental Knowledge dan Environmental Concern terhadap Green Purchase Intention pada Generasi Milenial*.
- Euromonitor International. (2017). How Beauty and Personal Care Companies Compete Strategically. Retrieved from euromonitor.com:
<https://www.euromonitor.com/article/beauty-personal-care-companies-compete-strategically>
- Fahrani, N. (2020). Pemantauan Pencemaran Sampah Laut. Retrieved from KKP:
https://kkp.go.id/an-component/media/upload-gambar-pendukung/DitJaskel/publikasi-materi-2/lrsdkp-3/PEMANTAUAN%20SAMPAH%20LAUT_Webinar%20KKP%20Agt2020.pdf
- Febriyani, C. (2020, Februari). Alasan Mengapa Banyak Orang yang Masih Beli Produk Kecantikan dari Internet. Retrieved from Akurat.co:
<https://akurat.co/alasan-mengapa-banyak-orang-yang-masih-beli-produk-kecantikan-dari-internet>
- Fierro, M. (2021, May). How Your Beauty Routine May Be Polluting Our Water Supply. Retrieved from savethewater.org: <https://savethewater.org/how-your-beauty-routine-may-be-polluting-our-water-supply/>

- Firmansyah, Y. W. (2020). Kosmetik Membuat Indah, Tapi Tidak Untuk Lingkungan. Retrieved from Warung Sains Teknologi: https://warstek.com/kosmetik-membuat-indah-tapi-tidak-untuk-lingkungan/#abh_posts
- Fryxell, G. E., & Lo, C. W. H. (2003). The Influence of Environmental Knowledge and Values on Managerial Behaviours on Behalf of the Environment: An Empirical Examination of Managers in China. *Journal of Business Ethics*, 45–69.
- Garnier. (n.d). Green Beauty Movement with Garnier. Retrieved from Garnier: <https://www.garnier.co.id/greenbeauty>
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE.
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (Second Edi). SAGE.
- Hana, A. (2020, May). Industri Kecantikan Masih Amankah Saat Pandemi? Retrieved from SWA Media Group: <https://swa.co.id/swa/trends/business-research/industri-kecantikan-masih-amankah-saat-pandemi>
- Hanjani, G. A., Widodo, A. (2019). Consumer Purchase Intention: The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company Minat Beli Konsumen: Dampak Green Brand dan Green Knowledge pada Perusahaan Nestle Indonesia. In *JURNAL SEKRETARIS & ADMINISTRASI BISNIS Journal homepage* (Issue 1). <http://jurnal.asmtb.ac.id/index.php/jsab>
- Hanson, M. (2021, April). Animal Testing Statistics. Retrieved from spots.com: <https://spots.com/animal-testing-statistics/>
- Haryanto, B. (2014). The Influence of Ecological Knowledge and Product Attributes in Forming Attitude and Intention to Buy Green Product. *International Journal of Marketing Studies*, 6(2). <https://doi.org/10.5539/ijms.v6n2p83>
- Herman, L. E., Udayana, I. B. N., & Farida, N. (2021). Young generation and environmental friendly awareness: Does it the impact of green advertising? *Business: Theory and Practice*, 22(1), 159–166. <https://doi.org/10.3846/btp.2021.12417>
- Herzinar, T. A., Ramdan, A. M., & Mulia, F. (2020). Pengaruh Green Product dan Green Brand Awareness terhadap Green Purchase Intention. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, ISSN: 2337-3067, 263–274.

- Hicken, M. (2015, July). Why Do We Really Use Cosmetics? Retrieved from New Beauty: <https://www.newbeauty.com/why-do-we-really-use-cosmetics/>
- Huda, N., Danniar, & Albushairi, S. A. (2018). Model Green Purchase Behavior Berbasis Theory of Planned Behavior (TPB). *Jurnal Sains Manajemen Dan Kewirausahaan*, Vol. 2, 22–31.
- Indraswari, D. L. (2019, Desember). Perilaku Keseharian Masyarakat Belum Dukung Upaya Pelestarian Lingkungan. Retrieved from Kompas: https://www.kompas.id/baca/utama/2019/12/03/perilaku-keseharian-masyarakat-belum-dukung-upaya-pelestarian-lingkungan/?status=sukses_login&status_login=login&isVerified=false
- Jain, A. (2017). Waste Management in ASEAN Countries. UN Environment.
- Kan, C. W., Chow, C. Y. T., Thangtham, U., Yabdee, S., Yulek, A., & Mongkholrattanasit, R. (2017). Exploring the Relationship between Brand Green Image, Environmental Performance and Consumer Green Consciousness and Purchase Intention of Fashion Products. *Applied Mechanics and Materials*, 866, 425–432. <https://doi.org/10.4028/www.scientific.net/amm.866.425>
- Kementerian Perindustrian Republik Indonesia. (2020). Optimalkan Bahan Domestik, Kemenperin Percantik Kinerja Industri Kosmetik. Retrieved from Kementerian Perindustrian Republik Indonesia: <https://kemenperin.go.id/artikel/21913/Optimalkan-Bahan-Domestik,-Kemenperin-Percantik-Kinerja-Industri-Kosmetik>
- Khandelwal, U., & Bajpai, N. (2011). A Study on Green Advertisement and its Impact on Consumer Purchase Intention. *Journal of Creative Communications*, 6(3), 259–276. <https://doi.org/10.1177/0973258613491661>
- Khatimi, H. (2021, May). Peduli Hewan, Ini List Brand Lokal yang Sudah Cruelty Free! Retrieved from beautynesia: <https://www.beautynesia.id/berita-skincare/peduli-hewan-ini-list-brand-lokal-yang-sudah-cruelty-free/b-231433>
- Kusuma, P. N. P. D., & Handayani, S. R. (2018). The Effect of Environmental Knowledge, Green Advertising, and Environmental Attitude Toward Green Purchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 78(6), 95–105. <https://doi.org/10.18551/rjoas.2018-06.10>
- Kusumawati, E. (2019, January). Minat Beli Produk Ramah Lingkungan Sebagai Dampak dari Implementasi Green Advertising. *Jurnal Kajian Ilmiah*, Volume 19, No. 1 (e-ISSN 2597-792X). doi: <http://dx.doi.org/10.31599/jki.v19i1.394>

- Laroche, M., Bank, R., Molson, J., Bergeron, J., & Barbaro-Forleo, G. (2001). *Targeting consumers who are willing to pay more for environmentally friendly products*. <http://www.emerald-library.com/ft>
- Lawi, G. F. (2020, September). Industri Kecantikan Gencar Berinovasi Ciptakan Produk Ramah Lingkungan. Retrieved from Bisnis.com: <https://lifestyle.bisnis.com/read/20200930/220/1298785/industri-kecantikan-gencar-berinovasi-ciptakan-produk-ramah-lingkungan>
- Lee, H. J. (2021). Impact of the anticonsumption lifestyle on brand attitudes via green advertising: The moderating effect of message types. *Innovative Marketing*, 17(2), 58–68. [https://doi.org/10.21511/im.17\(2\).2021.06](https://doi.org/10.21511/im.17(2).2021.06)
- Lestari, N. I. (2020). Pengaruh Green Awareness terhadap Keputusan Pembelian Produk Kosmetik Ramah Lingkungan Konsumen Generasi Y. *Jurnal Ekonomi Vokasi*, ISSN 2622-4240.
- Li, H., Haq, I. U., Nadeem, H., Albasher, G., Alqatani, W., Nawaz, A., & Hameed, J. (2020). *How Environmental Awareness relates to Green Purchase Intentions can affect Brand Evangelism? Altruism and Environmental Consciousness as Mediators*. XXIX, 811–825. <https://doi.org/10.24205/03276716.2020.1079>
- Lin, W. L., Ho, J. A., Sambasivan, M., Yip, N., & A. Bin. (2021). Influence of green innovation strategy on brand value: The role of marketing capability and R&D intensity. *Technological Forecasting and Social Change*, 171. <https://doi.org/10.1016/j.techfore.2021.120946>
- Lolang, E. (2014). *Hipotesis Nol dan Hipotesis Alternatif* (Vol. 3).
- Marvi, M. H., Minbashrazgah, M. M., Zarei, A., & Baghini, G. S. (2020). Knowledge foundation in green purchase behaviour: Multidimensional scaling method. In *Cogent Business and Management* (Vol. 7, Issue 1). Cogent OA. <https://doi.org/10.1080/23311975.2020.1773676>
- Maryarini, P. (2021, March). Retrieved from International Trade Administration: <https://www.trade.gov/market-intelligence/indonesias-beauty-and-personal-care-market-growth>
- Meiting, L., & Hua, W. (2021). Angular or rounded? The effect of the shape of green brand logos on consumer perception. *Journal of Cleaner Production*, 279. <https://doi.org/10.1016/j.jclepro.2020.123801>
- Mohiuddin, M., Al Mamun, A., Syed, F. A., Masud, M. M., & Su, Z. (2018). Environmental knowledge, awareness, and business school students' intentions to purchase green vehicles in emerging countries. *Sustainability (Switzerland)*, 10(5). <https://doi.org/10.3390/su10051534>

- Mordor Intelligence. (2020). Sustainable Packaging Market – Growth, Trends, COVID-19, Impact, and Forecasts (2021-2026). Retrieved from Mordor Intelligence: <https://www.mordorintelligence.com/industry-reports/sustainable-packaging-market>
- Mufidah, H. M. (2020, November). UNICEF: Ketersediaan Air Bersih Dunia Mengkhawatirkan. Retrieved from KabarSDGs: <https://kabarsdgs.com/sustainability/2020/11/3435/unicef-ketersediaan-air-bersih-dunia-mengkhawatirkan/>
- Mulyono, K. B., Nuryana, I., & Mustofa, U. (2018). Peran Antecedent Green Purchase Intention terhadap Green Purchase Behavior. In *Ilmiah Pendidikan Ekonomi* (Vol. 3, Issue 1). <http://journal.upgris.ac.id/index.php/equilibriapendidikan>
- Nia, B., Rinawati, D., Suliantoro, H., & Sutrisno, B. (2018). The Effect of Green Purchase Intention Factors on The Environmental Friendly Detergent Product (Lerak). <https://doi.org/10.1051/e3sconf/201873>
- Nik, N. R., & Rashid, A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. In *International Journal of Business and Management* (Vol. 4, Issue 8).
- Nonikhairani. (2017, September). List Makeup/Skincare NO ANIMAL TESTING! Retrieved from Nonikhairani: <https://nonikhairani.com/2017/09/15/list-makeups skincare-no-animal-testing/>
- Novandari, W. (2011). Studi Pada Konsumen Produk Pangan Organik di Purwokerto. In *JEBA* (Vol. 13, Issue 1).
- Osman, A., Othman, Y. H., Salahudin, S. N., & Abdullah, M. S. (2016). The Awareness and Implementation of Green Concepts in Marketing Mix: A Case of Malaysia. *Procedia Economics and Finance*, 35, 428–433. [https://doi.org/10.1016/s2212-5671\(16\)00053-8](https://doi.org/10.1016/s2212-5671(16)00053-8)
- Othman, N. A., Alamsyah, D. P., & Aryanto, R. (2021). Understanding the factors of green advertising to adopt the environmental strategy. *IOP Conference Series: Earth and Environmental Science*, 824(1). <https://doi.org/10.1088/1755-1315/824/1/012042>
- Ozkocak, L., & Tuna, Y. (2011). A Content Analysis: Environment Themes and Tools in Newspapers Advertisements. In *Online Journal of Communication and Media Technologies* (Issue 3).
- P. Govender, J., & L. Govender, T. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, 7(2), 77–85. [https://doi.org/10.21511/ee.07\(2\).2016.8](https://doi.org/10.21511/ee.07(2).2016.8)

- Parker, L. (2018, December). Fast Facts about Plastic Pollution. Retrieved from National Geographic: <https://www.nationalgeographic.com/science/article/plastics-facts-infographics-ocean-pollution>
- Partington, L. (2020). Palm oil in beauty products: The sustainable guide to navigating this tricky ingredient. Retrieved from stylist.co: <https://www.stylist.co.uk/beauty/palm-oil-free-sustainable-beauty-products-brands/312325>
- Patel, K. (2020). Top 5 Environmental Issues That Will Affect Your Business. Retrieved from GreenGeeks: <https://www.greengeeks.com/blog/top-5-environmental-issues-that-will-affect-your-business/>
- Peattie, K. (2010). Green consumption: Behavior and norms. *Annual Review of Environment and Resources*, 35, 195–228. <https://doi.org/10.1146/annurev-environ-032609-094328>
- Prakash, G., Choudhary, S., Kumar, A., Garza, J. A., Khan, S. A. R., & Panda, T. K. (2019). Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 50, 163–169. <https://doi.org/10.1016/j.jretconser.2019.05.011>
- Pratiwi, D. D. (2020). Factors Affecting Green Purchase Behavior of Cosmetic Products Among Millennial Consumers in Indonesia. *Journal of Management and Business*, 3(2), 126–135.
- Prayoga, I. M. S., Adiyadnya, M. S. P., & Putra, B. N. K. (2020). Green Awareness Effect on Consumers' Purchasing Decision. *Asia Pacific Management and Business Application*, 008(03), 199–208. <https://doi.org/10.21776/ub.apmba.2020.008.03.4>
- Primastiwi, E. (2019, January). Tren Ramah Lingkungan dan Bagaimana Kita Mengembangkannya. Retrieved from Whiteboard Journal: <https://www.whiteboardjournal.com/living/tren-ramah-lingkungan-dan-bagaimana-kita-mengembangkannya/>
- Putri, A. S. (2020, March). Apa itu Kosmetik. Retrieved from Kompas: <https://www.kompas.com/skola/read/2020/03/22/203000769/apa-itu-kosmetik?page=all>
- Putri, A. W. (2019, August). Limbah Plastik Produk-produk Kecantikan yang Tak Kalah Berbahaya. Retrieved from tirto.id: <https://tirto.id/limbah-plastik-produk-produk-kecantikan-yang-tak-kalah-berbahaya-efmA>

- Putri, S. A. (2020, May). 7 Produk Kecantikan yang Aman Bagi Kulit dan Ramah Lingkungan. Retrieved from Popbela.com:
<https://www.popbela.com/beauty/skin/shavira-annisa-putri/produk-kecantikan-ramah-lingkungan/7>
- Qiao, A., Choi, S. H., & Pan, Y. (2021). Multi-party coordination in sustainable supply chain under consumer green awareness. *Science of the Total Environment*, 777. <https://doi.org/10.1016/j.scitotenv.2021.146043>
- Rahmanizahra, J., & Leonardo, Y. (2020, November). Bahan Kosmetik ini Ternyata Berbahaya Bagi Lingkungan. Retrieved from Ketik Unpad:
<https://ketik.unpad.ac.id/posts/876/bahan-kosmetik-ini-ternyata-berbahaya-bagi-lingkungan-1>
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business & Accountancy Ventura*, 20(2). <https://doi.org/10.14414/jebav.v20i2.1126>
- Rakhmawati, D., Puspaningrum, A., & Hadiwidjojo, D. (2019). *Hubungan Green Perceived Value, Green Brand Image, dan Green Trust Terhadap Green Purchase Intention*. Vol. 15 No. 1(P-ISSN: 1829-524X E-ISSN:2614-3437). <http://ejournal.uin-malang.ac.id/index.php/ekonomi>
- Ramadhan, A. F., & Zuliestiana, D. A. (2019). Analisis Pemanfaatan Youtube Sebagai Social Media Marketing Go-Jek Dalam Mempengaruhi Minat Beli Dan Loyalitas Terhadap Brand. *Jurnal Mitra Manajemen*, 3(5), 628–637. <https://doi.org/10.52160/ejmm.v3i5.238>
- Ratnawati, A., & Mansoni, L. (2018). Analisis Faktor-faktor Green Purchase Intention untuk Meningkatkan Potensi Lokal Usaha Tanaman Organik dan Ketahanan Pangan di Kota Bandung. *Jurnal Sekretaris & Administrasi Bisnis, Volume II, Number 1*(E-ISSN: 2580-8095), 51–68.
- Ritchie, H. (2021, May). Where does the plastic in our oceans come from? Retrieved from Our World in Data: <https://ourworldindata.org/ocean-plastics>
- Rusin, F. R. A. Z., Pratama, K., Ardianto, E., & Ali, A. (2019). Pengaruh Green Perceived Value dan Green Perceived Risk terhadap Green Trust, Green Purchase Intention, dan Green Purchase Behavior pada Produk Green Cosmetics di Indonesia, Studi Kasus: Sensatia Botanicals. *Kajian Branding Indonesia, Volume 1, Nomor 1*.

- Samidi. (2015). Pengaruh Strategi Pembelajaran Student Team Heroic Leadership terhadap Kreativitas Belajar Matematika pada Siswa SMP Negeri 29 Medan T.P 2013/2014. *Jurnal EduTech, Vol. 1* (ISSN: 2442-6024).
- Saputri, N. P., & Rahman, M. A. (2021). Hubungan Antara Environmental Knowledge, Environmental Knowledge, Environmental Concern, dan Environmental Attitude serta Pengaruhnya terhadap Purchase Intention Green Product LGCC dengan Perbedaan Gender sebagai Variabel Moderasi. *MANDAR: Management Development and Applied Research Journal, Volume 3 Nomor 2*.
- Sarumathi, S. (2014). Green Purchase Behavior-A Conceptual Framework of Socially Conscious Consumer Behavior. In *Global Journal of Finance and Management* (Vol. 6, Issue 8). <http://www.ripublication.com>
- Sdrolia, E., & Zarotiadis, G. (2019). A Comprehensive Review for Green Product Term: From Definition to Evaluation. *Journal of Economic Surveys, 33*(1), 150–178. <https://doi.org/10.1111/joes.12268>
- Segev, S., Fernandes, J., & Hong, C. (2016). Is your product really green? A content analysis to reassess green advertising. *Journal of Advertising, 45*(1), 85–93. <https://doi.org/10.1080/00913367.2015.1083918>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7ed ed.). Wiley.
- Shaw, R. (2020, September). 68% Average Decline in Species Population Sizes Since 1970, Says New WWF Report. Retrieved from World Wide Life: <https://www.worldwildlife.org/press-releases/68-average-decline-in-species-population-sizes-since-1970-says-new-wwf-report>
- SIPSN. (2020). Capaian Kinerja Pengelolaan Sampah. Retrieved from SIPSN: <https://sipsn.menlhk.go.id/sipsn/#parallax>
- Slabakova, B. (2021, May). 47 Scary Animal Testing Statistics You Must Read in 2021. Retrieved from petpedia: <https://petpedia.co/animal-testing-statistics/>
- Sofia, M., & Aria, B. (2018, November). 81,4 persen Masyarakat Indonesia Tak Peduli Sampah Plastik. Retrieved from viva.co.id: https://www.viva.co.id/gaya-hidup/inspirasi-unik/1093520-81-4-persen-masyarakat-indonesia-tak-peduli-sampah-plastik?page=3&utm_medium=page-3
- Sucahyo, N. (2021, January). Indonesia Terbebani Setengah Juta Ton Sampah di Laut Per Tahun. Retrieved from Voa Indonesia: <https://www.voaindonesia.com/a/indonesia-terbebani-setengah-juta-ton-sampah-di-laut-pertahun/5755053.html>

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suki, N. M. (2013). Green Awareness Effects on Consumer' Purchasing Decision: Some Insight from Malaysia. In *IJAPS* (Vol. 9, Issue 2).
- Syahrazad, I. F., & Hanifa, F. H. (2019). *Pengaruh Brand Image terhadap Keputusan Pembelian Produk the Body Shop*.
- The Smart Local Indonesia. (2021, February). 8 Indonesian Sustainable Skincare & Bodycare Brands You Can Pamper Yourself with While Saving the Earth. Retrieved from The Smart Local Indonesia:
<https://thesmartlocal.com/indonesia/sustainable-skincare-bodycare/>
- Tysara, L. (2021, June). 10 Bahaya Sampah Plastik bagi Lingkungan dan Kesehatan, Mulai Batasi Penggunaannya. Retrieved from Liputan6.com:
<https://hot.liputan6.com/read/4581295/10-bahaya-sampah-plastik-bagi-lingkungan-dan-kesehatan-mulai-batasi-penggunaannya#:~:text=Bahaya%20sampah%20plastik%20bagi%20lingkungan%20adalah%20bisa%20menimbulkan%20polusi%20tanah,dan%20membentuk%20bahan%20kimia%20>
- Whitmarsh, L. (2009). Behavioural responses to climate change: Asymmetry of intentions and impacts. *Journal of Environmental Psychology*, 29(1), 13–23.
<https://doi.org/10.1016/j.jenvp.2008.05.003>
- Whyte, K. P. (2013). *On the role of traditional ecological knowledge as a collaborative concept: a philosophical study*.
<http://www.ecologicalprocesses.com/content/2/1/7>
- Widoyoko, E. P. (2017). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.
- Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. In *Sustainability (Switzerland)* (Vol. 13, Issue 11). MDPI AG.
<https://doi.org/10.3390/su13116219>
- Witek, L., & Kuźniar, W. (2021). Green purchase behavior: The effectiveness of sociodemographic variables for explaining green purchases in emerging market. *Sustainability (Switzerland)*, 13(1), 1–18.
<https://doi.org/10.3390/su13010209>
- Wolff, H. N. (2021, August). *Cosmetics and Personal Care Market in Indonesia - Statistics & Facts*. Retrieved from Statista:
<https://www.statista.com/topics/7592/cosmetics-and-personal-care-market-in-indonesia/>

Yona, R., & Thamrin. (2020). Pengaruh Health Consciousness, Environmental Attitudes dan Environmental Knowledge terhadap Green Purchase Intention. *Jurnal Kajian Manajemen Dan Wirausaha, Volume 02 Nomor 02*.

Zhu, B. (2013). The Impact of Green Advertising on Consumer Purchase Intention of Green Products. In *World Review of Business Research* (Vol. 3, Issue 3).

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.644020>

Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2010). Business Research Methods Eight Edition. In Cengage Learning.

