

## DAFTAR PUSTAKA

- Acme Hardesty. (2021). *Green Cosmetics: The Push for Sustainable Beauty* / *Read More*. <https://www.acme-hardesty.com/green-cosmetics-sustainable-beauty/>
- Andreini, D., Pedeliento, G., Zarantonello, L., & Solerio, C. (2019). Reprint of “A renaissance of brand experience: Advancing the concept through a multi-perspective analysis.” *Journal of Business Research*, 96, 355–365. <https://doi.org/10.1016/j.jbusres.2018.05.047>
- Ariella, S., & Yunus, U. (2019). Cultivating Brand Awareness of Korean Cosmetics Innisfree in Indonesia Via E-WOM as the Eco-Friendly. *Proceedings of the Proceedings of The 1st Workshop Multimedia Education, Learning, Assessment and Its Implementation in Game and Gamification, Medan Indonesia, 26th January 2019, WOMELA-GG*. <https://doi.org/10.4108/eai.26-1-2019.2282984>
- Beattie Andrew. (2021, June 29). *3 Pillars of Corporate Sustainability Explained*. Investopedia. <https://www.investopedia.com/articles/investing/100515/three-pillars-corporate-sustainability.asp>
- Chang, P. L., & Chieng, M. H. (2006). Building consumer-brand relationship: A cross-cultural experiential view. In *Psychology and Marketing* (Vol. 23, Issue 11, pp. 927–959). <https://doi.org/10.1002/mar.20140>
- cnbc indonesia. (2022, November 4). *Industri Kecantikan Tahan Krisis, Laris Manis Meski Pandemi*. <https://www.cnbcindonesia.com/lifestyle/20221104104902-33-385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi>
- Dara Paramita, N., Nyoman, D. N., & Yasa, K. (2015). *SIKAP DALAM MEMEDIASI HUBUNGAN KESADARAN LINGKUNGAN DENGAN NIAT BELI PRODUK KOSMETIK RAMAH LINGKUNGAN*. <https://doi.org/10.9744/jmk.17.2.177-185>
- Databoks.katadata. (2021, August 24). *6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat*. <https://databoks.katadata.co.id/datapublish/2021/08/24/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Delloite. (2022). *2022 consumer products industry outlook Overcoming new challenges in the battle for trust 2*.
- digitalbeauty. (2020). *The Excessive Waste Caused by the Beauty Industry - Digital Beauty*. <https://digitalbeauty.com/waste-in-the-beauty-industry/>
- Febrya, I. (2016). *Penggunaan “Green Cosmetic” Dalam PENGGUNAAN “GREEN COSMETIC” DALAM MEWUJUDKAN PERILAKU KESADARAN LINGKUNGAN*.
- First Insight. (2019). *The State of Consumer Spending: Gen Z Shoppers Demand Sustainable Retail*. 2019. <https://www.firstinsight.com/white-papers-posts/gen-z-shoppers-demand-sustainability>
- First Insight. (2022). *The-Sustainability-Disconnect-Between-Consumers-and-Retail-Executives-2022*.

- Hartanto, G. A., Hadi, I. P., & Yogatama, A. (2021). *Citra Perusahaan The Body Shop Sebagai Perusahaan Kosmetik Eco-Friendly*.
- Investor.id. (2021, June 11). *Kepedulian Masyarakat Produk Ramah Lingkungan Naik 112%*. <https://investor.id/lifestyle/251356/kepedulian-masyarakat-produk-ramah-lingkungan-naik-112>
- Investor.Id, & Nana Makmun. (2022, October 12). *Industri Kecantikan Tumbuh Pesat Berkat Platform Digital*. Investor.Id. <https://investor.id/business/309488/industri-kecantikan-tumbuh-pesat-berkat-platform-digital>
- Jiang, K., Luk, S. T. kwong, & Cardinali, S. (2018). The role of pre-consumption experience in perceived value of retailer brands: Consumers' experience from emerging markets. *Journal of Business Research*, 86, 374–385. <https://doi.org/10.1016/j.jbusres.2017.09.026>
- Jo ~ Sko Brakus, J., Schmitt, B. H., Zarantonello, L., & Simon, W. E. (2009a). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 1547–7185.
- Jo ~ Sko Brakus, J., Schmitt, B. H., Zarantonello, L., & Simon, W. E. (2009b). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 1547–7185.
- Kasali, R. (2005). *Sembilan fenomena bisnis - Rhenald Kasali* (2nd ed.). Gramedia. [https://books.google.co.id/books?hl=id&lr=&id=Ze2EtJDt2E0C&oi=fnd&pg=PR9&dq=Kasali,+R.+\(1997\).+Sembilan+Fenomena+Bisnis.+Jakarta:+Gramedia+Pustaka&ots=qblIiiXKwD&sig=ofYaW2glJ\\_CmhUWWUy2WW2k\\_CoE&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=id&lr=&id=Ze2EtJDt2E0C&oi=fnd&pg=PR9&dq=Kasali,+R.+(1997).+Sembilan+Fenomena+Bisnis.+Jakarta:+Gramedia+Pustaka&ots=qblIiiXKwD&sig=ofYaW2glJ_CmhUWWUy2WW2k_CoE&redir_esc=y#v=onepage&q&f=false)
- Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885–893. <https://doi.org/10.1016/J.JBUSRES.2007.09.016>
- Kompas.Id. (2022, March 13). *Mewaspadai Menjamurnya Bisnis Kecantikan - Kompas.id*. <https://www.kompas.id/baca/telaah/2022/03/12/mewaspadai-menjamurnya-bisnis-kecantikan>
- Liefländer, A. K., Fröhlich, G., Bogner, F. X., & Schultz, P. W. (2013). Promoting connectedness with nature through environmental education. *Environmental Education Research*, 19(3), 370–384. <https://doi.org/10.1080/13504622.2012.697545>
- Lin, J. (Catherine), Zhou, Z., & Leckie, C. (2021). Green brand communication, brand prominence and self-brand connection. *Journal of Product and Brand Management*, 30(8), 1148–1161. <https://doi.org/10.1108/JPBM-04-2020-2874>
- Lindsey, R., & Dahlman, L. (2018). Climate science special report: Fourth national climate assessment, volume I. *U.S. Global Change Research Program*, 1, 470. <https://doi.org/10.7930/JOJ964J6>
- McDonald, J. A., Llanos, A. A. M., Morton, T., & Zota, A. R. (2022). The Environmental Injustice of Beauty Products: Toward Clean and Equitable

- Beauty. *American Journal of Public Health*, 112(1), 50–53.  
<https://doi.org/10.2105/AJPH.2021.306606>
- Money.Kompas. (2022). *Daftar Provinsi dengan Pendapatan Daerah Terbesar di Indonesia Halaman all - Kompas.com*.  
<https://money.kompas.com/read/2022/03/05/121701426/daftar-provinsi-dengan-pendapatan-daerah-terbesar-di-indonesia?page=all>
- Nam-Koong, Y., & Yang, E.-J. (2018). 미용기업의 친환경 경영활동이 소비자 의사결정에 미치는 영향 The effect of eco-friendly management activities of a cosmetic company on customers' decision making. *Journal of the Korea Convergence Society*, 9(7), 285–291.  
<https://doi.org/10.15207/JKCS.2018.9.7.285>
- NielseniQ. (2021a, October 11). *Sustainability in a post-Covid world and the emerging “conscious shopper” - NielsenIQ*.  
<https://nielseniq.com/global/en/insights/education/2021/sustainability-in-a-post-covid-world-and-the-emerging-conscious-shopper/>
- NielseniQ. (2021b, October 18). *2030 Glow-up: The future of clean beauty - NielsenIQ*. NielsenIQ.  
<https://nielseniq.com/global/en/insights/analysis/2021/2030-glow-up-the-future-of-clean-beauty/>
- Nugrahadi. (2002). Pertanian organik sebagai alternatif teknologi dalam upaya menghasilkan produk hijau. *Makalah Falsafah Sains*.  
[https://www.rudyc.com/PPS702-ipb/04212/eko\\_wahyu\\_n.htm](https://www.rudyc.com/PPS702-ipb/04212/eko_wahyu_n.htm)
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774.  
<https://doi.org/10.1080/19368623.2018.1445055>
- Petro, G. (21 C.E., April). *Gen Z Is Emerging As The Sustainability Generation*. April 30 2021. <https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/?sh=35f061aa8699>
- plastic pollution coalition. (2022, January 25). *The Ugly Side of Beauty: The Cosmetics Industry's Plastic Packaging Problem | Plastic Pollution Coalition*. Plasticpollutioncoalition.  
<https://www.plasticpollutioncoalition.org/blog/2022/1/25/the-ugly-side-of-beauty-the-cosmetics-industrys-plastic-packaging-problem>
- Rangappa, S. M., Siengchin, S., & Dhakal, H. N. (2020). Green-composites: Ecofriendly and sustainability. In *Applied Science and Engineering Progress* (Vol. 13, Issue 3, pp. 183–184). Academic Enhancement Department, King Mongkut's University of Technology North Bangkok.  
<https://doi.org/10.14416/j.asep.2020.06.001>
- Rosariana, bernadeta. (2021, September 28). *Generasi “Milenial” Dan Generasi “Kolonial.”* Kemenkeu.Go.Id. <https://www.djkn.kemenkeu.go.id/kpknlpontianak/baca-artikel/14262/Generasi-Milenial-Dan-Generasi-Kolonial.html>
- Saari, U. A., Baumgartner, R. J., & Mäkinen, S. J. (2017). Eco-friendly brands to drive sustainable development: Replication and extension of the brand experience scale in a cross-national context. *Sustainability (Switzerland)*, 9(7). <https://doi.org/10.3390/su9071286>

- Saari, U. A., Mäkinen, S. J., Baumgartner, R. J., Hillebrand, B., & Driessen, P. H. (2020). How consumers' respect for nature and environmental self-assets influence their car brand experiences. *Journal of Cleaner Production*, 261. <https://doi.org/10.1016/j.jclepro.2020.121023>
- Sadiq, M., Adil, M., & Paul, J. (2021). An innovation resistance theory perspective on purchase of eco-friendly cosmetics. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102369>
- Sarah, G. W., Thyrhaya Zein, T., & Putri, D. M. (2022). Sukin Skincare Product Advertisement in Social Media: A Multimodal Analysis. In *LingPoet: Journal of Linguistics and Literary Research* (Vol. 3, Issue 3). <http://talenta.usu.ac.id/lingpoet>
- Saunter, L., & Shin, J. (2019). *Gen Z: Building New Beauty What the next-generation consumer wants from your brand and your products*.
- Shalmont, J. (2020). SUSTAINABLE\_BEAUTY\_KESIAPAN\_KONSUMEN\_DI\_INDONESIA. *Law Review*.
- Shepherd, D. A., Kuskova, V., & Patzelt, H. (2009). Measuring the values that underlie sustainable development: The development of a valid scale. *Journal of Economic Psychology*, 30(2), 246–256. <https://doi.org/10.1016/j.joep.2008.08.003>
- Shepherd, D. A., Patzelt, H., & Baron, R. A. (2013). "I care about nature, but disengaging values in assessing opportunities that cause harm. *Academy of Management Journal*, 56(5), 1251–1273. <https://doi.org/10.5465/amj.2011.0776>
- Sonenshein, S., Decelles, K. A., & Dutton, J. E. (2014). It's not easy being green: The role of self-evaluations in explaining support of environmental issues. *Academy of Management Journal*, 57(1), 7–37. <https://doi.org/10.5465/amj.2010.0445>
- Statista. (2022, November 16). *Global market value for natural/organic cosmetics and personal care in 2020-2031 | Statista*. <https://www.statista.com/statistics/673641/global-market-value-for-natural-cosmetics/>
- tatlerasia. (2020, September 11). *Cruelty-free, Vegan, Clean Beauty: Know These Terms Before Buying Your Cosmetics | Tatler Asia*. <https://www.tatlerasia.com/style/beauty/sg-cruelty-free-vegan-clean-beauty-know-these-terms-before-buying-your-cosmetics>
- The Economist. (2021). *Measuring global awareness, engagement and action for nature An Eco-wakening 2 An Eco-wakening Measuring global awareness, engagement and action for nature*.
- Tweedale, A. (2020, November 5). *What does 'eco-friendly' really mean? | OVO Energy*. <https://www.ovoenergy.com/guides/energy-guides/what-does-eco-friendly-really-mean>
- Wood, J. (2022, March). *How Gen Z's sustainability concerns are influencing others | World Economic Forum*. <https://www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestyle-buying-decisions/>



World Economic Forum. (2021, May 18). *Eco-wakening: how consumers are driving sustainability* / World Economic Forum. 2021.  
<https://www.weforum.org/agenda/2021/05/eco-wakening-consumers-driving-sustainability/>

