

DAFTAR PUSTAKA

Adnan, M., Tahir Naveed, R., Ahmad, N., & Hamid, A. (2019). *Predicting Green Brand Equity Through Green Brand Credibility*.

Akturan, U. (2018a). How Does Greenwashing Affect Green Branding Equity And Purchase Intention? An Empirical Research. *Marketing Intelligence And Planning*, 36(7), 809–824. <https://doi.org/10.1108/Mip-12-2017-0339>

Akturan, U. (2018b). How Does Greenwashing Affect Green Branding Equity And Purchase Intention? An Empirical Research. *Marketing Intelligence And Planning*, 36(7), 809–824. <https://doi.org/10.1108/Mip-12-2017-0339>

Alvin. (2018). *Pengaruh Green Perceived Value, Green Product Innovation, Green Self Identity, Brand Credibility Terhadap Green Purchase Intention Melalui Green Brand Equity Pada Produk Skin-Care Korea Di Indonesia*.

Andalas, E. F., & Setiawan, A. (2020). *Desain Penelitian Kualitatif Sastra*. <http://ummpress.umm.ac.id>

Bougie, R., & Sekaran, U. (2019). *Research Methods For Business A Skill Building Approach* (8th Edition).

<https://wileysgpublishcentral.net/reader/52928/&Returnurl%3dah0chm6ly93awxlexncc5pchvibglzagnlbnryywwubmv012v4cgxvcmu7c2vhcmnovg v4dd1ib3vnawulmjbhbmqlmjbzzwthcmfuo21haw5tzwfyy2g9mtt0agvtzu5hbwu9rgvmyxvsdc1uagvtzs9wcm9kdwn0lwrlldgfpbhmvnti5mjg%3d?Epub=Https%3a%2f%2freader->

[Apsouth.Ipublishcentral.Net%2fd02e391d66cf08e8810703c566b318ea%2f9bf31c7ff062936a96d3c8bd1f8f2ff3%2f9d57e65827c54a711da434259e7828f](https://wileysgpublishcentral.net/reader/52928/&Returnurl%3dah0chm6ly93awxlexncc5pchvibglzagnlbnryywwubmv012v4cgxvcmu7c2vhcmnovg v4dd1ib3vnawulmjbhbmqlmjbzzwthcmfuo21haw5tzwfyy2g9mtt0agvtzu5hbwu9rgvmyxvsdc1uagvtzs9wcm9kdwn0lwrlldgfpbhmvnti5mjg%3d?Epub=Https%3a%2f%2freader-)

2%2f7f46165474d11ee5836777d85df2cdab%2f&Goto=Epubcfi(/6/2!/4/2/2/

2%5bcoverstart%5d/2)&Producttype=Ebook&Themename=Default-Theme

Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S.,

Bywaters, D., & Walker, K. (2020). Purposive Sampling: Complex Or Simple? Research Case Examples. *Journal Of Research In Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>

Chandima Sajeewanie, L., Shukri, M., Khatibi, A., Ferdous Azam, S. M., Chandima

Sajeewanie, L., Shukri Ab Yajid, M., & Tham, J. (2019). *Concept Of Green: A Review On Related Concepts And Emperical Implications Strategic Planning On Educational Ngo's In Sri Lanka View Project European Journal Of Management And Marketing Studies Concept Of Green: A Review On Related Concepts And Emperical Implications.* <https://doi.org/10.5281/Zenodo.3360880>

Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring The Consumer Behavior

Of Intention To Purchase Green Products In Belt And Road Countries: An Empirical Analysis. *Sustainability (Switzerland)*, 10(3). <https://doi.org/10.3390/Su10030854>

Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The Influence Of Green

Brand Affect On Green Purchase Intentions: The Mediation Effects Of Green Brand Associations And Green Brand Attitude. *International Journal Of Environmental Research And Public Health*, 17(11), 1–17. <https://doi.org/10.3390/Ijerp17114089>

- Chen, Y. S., Hung, S. T., Wang, T. Y., Huang, A. F., & Liao, Y. W. (2017). The Influence Of Excessive Product Packaging On Green Brand Attachment: The Mediation Roles Of Green Brand Attitude And Green Brand Image. *Sustainability (Switzerland)*, 9(4). <https://doi.org/10.3390/Su9040654>
- De Freitas Netto, S. V., Sobral, M. F. F., Ribeiro, A. R. B., & Soares, G. R. Da L. (2020). Concepts And Forms Of Greenwashing: A Systematic Review. In *Environmental Sciences Europe* (Vol. 32, Issue 1). Springer. <https://doi.org/10.1186/S12302-020-0300-3>
- Delmas, M. A., & Burbano, V. C. (2011). The Drivers Of Greenwashing. In *California Management Review* (Vol. 54, Issue 1, Pp. 64–87). <https://doi.org/10.1525/Cmr.2011.54.1.64>
- Garcia-Silva, A., Gomez-Perez, J. M., Palma, R., Krystek, M., Mantovani, S., Foglini, F., Grande, V., De Leo, F., Salvi, S., Trasatti, E., Romaniello, V., Albani, M., Silvagni, C., Leone, R., Marelli, F., Albani, S., Lazzarini, M., Napier, H. J., Glaves, H. M., ... Altintas, I. (2019). Enabling Fair Research In Earth Science Through Research Objects. *Future Generation Computer Systems*, 98, 550–564. <https://doi.org/10.1016/J.Future.2019.03.046>
- Gracianty, S. (2023). *Pengaruh Greenwashing Terhadap Brand Equity Dan Dampaknya Pada Purchase Intention* (Vol. 1, Issue 1).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2017). *A Primer On Partial Least Squares Structural Equation Modeling (Pls-Sem)*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When To Use And How To Report The Results Of Pls-Sem. In *European Business Review* (Vol.

31, Issue 1, Pp. 2–24). Emerald Group Publishing Ltd.

<https://doi.org/10.1108/Ebr-11-2018-0203>

Hendryadi, Se., M., & Suryani, M. S. (2020). *Structural Equation Modeling Dengan Lisrel 8.80*.

Hidyantari, E., Nia, R., Kurniawati, K., Kartika, M. G., Purwoko, B., & Gamal, A. (2022). Enrichment: Journal Of Management Analysis Of The Influence Of Green Brand Image, Green Satisfaction And Green Trust On Green Brand Equity. In *Enrichment: Journal Of Management* (Vol. 12, Issue 5).

Jayswal, M., & Vora, P. (2019). Impact Of Brand Association On Brand Equity With Specific Focus On Advergaming In India. *Journal Of Creative Communications*, 14(3), 271–284.

<https://doi.org/10.1177/0973258619866366>

Khandelwal, U., Kulshreshtha, K., & Tripathi, V. (2019). Importance Of Consumer-Based Green Brand Equity: Empirical Evidence. *Paradigm*, 23(1), 83–97. <https://doi.org/10.1177/0971890719844428>

Kotler, P. (2017). Philip Kotler: Some Of My Adventures In Marketing. *Journal Of Historical Research In Marketing*, 9(2), 203–208.

<https://doi.org/10.1108/Jhrm-11-2016-0027>

Maharijaya Purnama, K., & Semuel, H. (2018). *Pengaruh Celebrity Endorsement Credibility Terhadap Consumer Based Brand Equity Dan Brand Credibility Sebagai Variabel Intervening Pada Perusahaan Pengiriman Logistic J&T Express*. www.liputan6.com

Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018). Exploring Relationships Among Brand Credibility, Purchase Intention And Social Media For Fashion Brands: A Conditional Mediation Model. *Journal Of Global Fashion Marketing*, 9(3), 237–251.
<https://doi.org/10.1080/20932685.2018.1461020>

Mega Melina Dewi. (2019). *Pengaruh Brand Awareness, Perceived Quality Of Brand, Brand Association, Brand Loyalty, Dan Brand Image Terhadap Brand Equity Erigo Menurut Mahasiswa Di Surabaya*. www.banyumurti.my.id

Misleading Green Claims. (N.D.).
http://consumerfocus.org.uk/en/content/cms/publications___Repor/Publications___Repor.aspx

Mombeuil, C. (2023). *Green Brand Awareness, Green Brand Association, Green Perceived Quality, And Intention To Purchase Electric Vehicles: The Mediating Effect Of Green Trust*. <https://doi.org/10.21203/rs.3.rs-2540718/v1>

Monika, & Kurniawati. (2023). *Pengaruh Brand Credibility Dan Brand Experience Terhadap Brand Loyalty Yang Dimediasi Oleh Attitude Towards Brand* (Vol. 6, Issue 1).

Muhammad Darwin, Marianne Reynelda Mamondol, Salman Alparis Sormin, Yuliana Nurhayati, Hardi Tambunan, Diana Sylvia, I Made Dwi Mertha Adnyana, Budi Prasetyo, Pasionista Vianitati, & Antonius Adolf Gebang. (2021). *Metode Penelitian Pendekatan Kuantitatif*.
<https://www.researchgate.net/publication/354059356>

- Oppong, P. K. (2020). *Influence Of Brand Credibility, Satisfaction And Quality On Brand Equity In Non-Conventional Health Industry* (Vol. 11, Issue 2).
- Qayyum, A., Jamil, R. A., & Sehar, A. (2022). Impact Of Green Marketing, Greenwashing And Green Confusion On Green Brand Equity. *Spanish Journal Of Marketing - Esic*. <https://doi.org/10.1108/Sjme-03-2022-0032>
- Rizky, H., Khrisnanda, R., Made, I., & Dirgantara, B. (2021). The Effect Of Brand Awareness, Brand Image, And Brand Credibility On Oppo Mobile Phone Brand Product Purchase Intention. *Diponegoro Journal Of Management*, 10(2). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sandri, A. C., & Rofianto, W. (2017). *Efek Negatif Greenwash Terhadap Perceived Quality Dan Implikasinya Terhadap Behavioral Intention*.
- Satishprakash Shukla. (2020). *Concept Of Population And Sample*. <https://www.researchgate.net/publication/346426707>
- Sayyida, S., & Alwiyah, A. (2018). Perkembangan Structural Equation Modeling (Sem) Dan Aplikasinya Dalam Bidang Ekonomi. In *Jurnal "Performance" Bisnis & Akuntansi* (Vol. 8, Issue 1).
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif Dan R Dan D / Dr. Sugiyono; Editor: Sutopo* (2nd Ed.). Afabeta. <https://inlisite.uin-suska.ac.id/opac/detail-opac?id=26594>
- Susilowati, E., & Novita Sari, A. (2020). The Influence Of Brand Awareness, Brand Association, And Perceived Quality Toward Consumers' Purchase Intention: A Case Of Richeese Factory, Jakarta. *Independent Journal Of Management & Production*, 11(1), 039. <https://doi.org/10.14807/ijmp.v11i1.981>