

DAFTAR PUSTAKA

- Action, U. N. (2022). *Causes and Effects of Climate Change*. Retrieved from un.org:
<https://www.un.org/en/climatechange/science/causes-effects-climate-change>
- Ahmad, S. N., Nadzri, N. M., Shaari, A., Yunus, S., & Musa, N. B. (2019). Perceived Values and Personal Values: Which one explains the Consumer's Repurchase Intention of Eco-Friendly Home Appliances Product? *International Journal of Innovation, Creativity and Change*, 268-284.
- Alagarsamy, S., Mathew, S., & Mehrolia, S. (2021). How Green Consumption Value Affects Green Consumer Behaviour: The Mediating Role of Consumer Attitudes Towards Sustainable Food Logistics Practices. *Vision: The Journal of Business Perspective*.
- Alamsyah, D. P., Suhartini, T., Rahayu, Y., Setyawati, I., & Hariyanto, O. I. (2018). Green advertising, green brand image and green awareness for environmental products. *3rd Annual Applied Science and Engineering Conference*, 1-7.
- Alshura, M. S., & Zabadi, A. M. (2016). Impact of Green Brand Trust, Green Brand Awareness, Green Brand Image, and Green Perceived Value on Consumer's Intention to Use Green Products: an Empirical Study of Jordanian Consumers. *International Journal of Advanced Research*, 1423-1433.
- Bahri-Ammari, N., Van Niekerk, M., Ben Khelil, H., & Chtioui, J. (2016). The effects of brand attachment on behavioral loyalty in the luxury restaurant sector. *International Journal of Contemporary Hospitality Management*, 559-585.
- Bairagi, V., & Munot, M. V. (2019). *Research Methodology - A Practical and Scientific Approach*. New York: CRC Press.

- Bashir, S., Khawaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green Brand Benefits and Brand Outcomes: The Mediating Role of Green Brand Image. *SAGE Open*, 1-11.
- Bastian, D., Ellitan, L., & Handayani, Y. I. (2021). The Impact of Green Marketing Mix and Brand Image on Customer Purchase Intention at Adidas Surabaya. *International Journal of Trend in Research and Development*, 390-397.
- Bryman, A. (2012). *Social Research Methods*. New York: Oxford University Press.
- 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*, 1-15.
- Dewi, S. A., & Rastini, N. M. (2016). Peran green trust memediasi green perceived value dan green perceived risk terhadap green repurchase intention. *E-Jurnal Manajemen Unud*, 8046-8078.
- Ellitan, L. (2021). The Role of Green Marketing and Green Brand Image in Enhancing Purchase Intention. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, 1277-1282.
- Gatti, L., Seele, P., & Rademacher, L. (2019). Grey zone in – greenwash out. A review of greenwashing research and implications for the voluntary-mandatory transition of CSR. *International Journal of Corporate Social Responsibility*.
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 16-38.

- Guerreiro, J., & Pacheco, M. (2021). How Green Trust, Consumer Brand Engagement and Green Word-of-Mouth Mediate Purchasing Intentions. *Sustainability*, 1-13.
- Hair, J. F., Hult, G. T., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R - A Workbook*. Switzerland: Springer.
- Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*, 1-21.
- Huang, Y. C., Yang, M., & Wang, Y. C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning Journal*, 250-268.
- Hub, B. G. (2016, Februari 23). *The Body Shop to reinvent itself as sustainability pioneer*. Retrieved from businessgrowthhub.com: <https://www.businessgrowthhub.com/green-technologies-and-services/green-intelligence/resource-library/the-body-shop-to-reinvent-itself-as-sustainability-pioneer>
- Hussain, K., & Waheed, A. (2016). Building green brand relations: the role of green brand image as significant driver. *International Journal of Environment, Workplace and Employment*, 1-23.
- Jasin, M. (2022). The role of brand commitment and brand attachment on repurchase intention of SMEs product during post Covid-19 pandemic era. *International Journal of Social and Management Studies (IJOSMAS)*, 169-175.
- Kabadayi, E. T., & Alan, A. K. (2012). Brand trust and brand affect: their strategic importance on brand loyalty. *Journal of Global Strategic Marketing*, 80-88.

- Khan, S. A., Sheikh, A. A., Ashraf, M., & Yu, Z. (2022). Improving Consumer-Based Green Brand Equity: The Role of Healthy Green Practices, Green Brand Attachment, and Green Skepticism. *Sustainability*, 1-17.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 1-10.
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 227-261.
- Kurniawan, A. (2022, Mei 12). *Permasalahan Lingkungan Global yang Harus Diperhatikan, Ancaman Serius bagi Kehidupan*. Retrieved from Merdeka.com: <https://www.merdeka.com/jabar/permasalahan-lingkungan-global-yang-harus-diperhatikan-ancaman-serius-bagi-kehidupan-kln.html>
- Lam, A. Y., Lau, M. M., & Cheung, R. (2016). Modelling the Relationship among Green Perceived Value, Green Trust, Satisfaction, and Repurchase Intention of Green Products. *Contemporary Management Research*, 47-60.
- Li, G., Li, J., & Sun, X. (2019). Measuring green brand equity in relationship interactions and its impact on brand loyalty. *Revista de Cercetare Si Interventie Sociala*, 278–297.
- Lisnaningrum, D., Sabihaini, & Ghofar, A. (2020). Konsekuensi green trust terhadap green perceived value, green perceived risk dan green repurchase. *Jurnal Sains Pemasaran Indonesia*, 62-74.
- Marques, E. A., & Dewi, N. M. (2022). Peran green trust memediasi green perceived value dan kepuasan konsumen terhadap green repurchase intention. *Jurnal Sosial dan Teknologi (SOSTECH)*, 1019-1036.

- Martínez, M. P., Cremasco, C. P., Filho, L. G., Junior, S. S., Bednaski, A. V., Quevedo-Silva, F., . . . Gabriel, C. P. (2020). Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing. *Journal of Cleaner Production*.
- Minnesota, U. o. (Diakses pada 2022). *The Body Shop, Inc.* Retrieved from <http://hrlibrary.umn.edu/>: <http://hrlibrary.umn.edu/links/bodycode.html>
- Mitariani, N. W., Gama, A. W., & Imbayani, I. G. (2022). Improving Repurchase Intention on Green Marketing Strategy. *Jurnal Organisasi dan Manajemen*, 126-137.
- More, P. V. (2019). The Impact of Greenwashing on Green Brand Trust from an Indian Perspective. *Asian Journal of Innovation and Policy*, 162-179.
- Ogel, I. Y. (2021). The intercation between brand image, brand attachment and brand loyalty in green branding context: the mediating role of customer engagement. *Journal of Applied and Theoritical Social Sciences*, 306-329.
- Okafor, J. (2021, Oktober 8). *Environmental Impact of Cosmetics & Beauty Products*. Retrieved from trvst.world: https://www.trvst.world/sustainable-living/environmental-impact-of-cosmetics/#cmf_footnote_6
- Pratama, S. I. (2021, Juli 9). *Survei: Krisis Iklim Melambat dengan Ubah Perilaku Konsumen?* Retrieved from betahita.id: <https://betahita.id/news/lipsus/6324/survei-krisis-iklim-melambat-dengan-ubah-perilaku-konsumen-.html?v=1639291466>
- Ranaee, H., & Yari, B. (2013). Investigating the effect of the marketing mix of green marketing on green purchasing decision of consumers (Case Study: Consumers of Pegah dairy products company in the city of Shiraz). *Journal of New Marketing Research*, 65-92.

- Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, 7-17.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Trento: Print Trento.
- Sternberg, C. (2021, Agustus 12). *Sustainable Beauty: The Beauty Industry's Role in Mitigating Climate Change*. Retrieved from beautypackaging.com: https://www.beautypackaging.com/contents/view_online-exclusives/2021-08-12/sustainable-beauty-the-beauty-industrys-role-in-mitigating-climate-change/
- Sudita, N. P., & Ekawati, N. W. (2018). Pengaruh green perceived value terhadap green repurchase intention yang dimediasi oleh green trust. *E-Jurnal Manajemen Unud*, 5846 – 5873.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Sujarweni, V. W. (2014). *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Suyanto, N. M., & Pramono, S. (2020). Pengaruh green brand image terhadap green brand equity melalui green brand trust pada perusahaan kecantikan dan perawatan tubuh The Body Shop Indonesia. *Holistic Journal of Management Research*, 40-61.
- Wijaya, V. L., Sutanto, Y., & Siaputra, H. (2020). Pengaruh green brand image terhadap repurchase intention dengan green brand satisfaction dan green brand trust sebagai mediator pada Starbucks Coffee Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 18-34.
- Winangun, M. S., & Nurcaya, N. (2020). Peran green trust memediasi pengaruh green brand image terhadap green brand equity produk Bali Ratih. *E-Jurnal Manajemen*, 1879-1898.

Yasri, Engriani, Y., & Rahmi, M. (2017). Pengaruh green brand dan green trust terhadap keputusan pembelian produk The Body Shop. *Jurnal Kajian Manajemen Bisnis*, 144-157.

Zaytun, A. A., & Sari, D. K. (2023). Green Marketing, Green Packaging and Green Brand Image Against Repurchase Intention at Greensmart Sidoarjo. *Indonesian Journal of Innovation Studies*, 1-20.