

DAFTAR PUSTAKA

- Addisu, B. (2018). Green Marketing: Sustainable and Responsible Consumption of Eco-Friendly Products in Ethiopia. In *Journal of Economics and Sustainable Development* www.iiste.org ISSN (Vol. 9, Issue 21). Online. www.iiste.org
- Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Alamsyah, D. P., Aryanto, R., Utama, I. D., Marita, L. S., & Othman, N. A. (2020). The antecedent model of green awareness customer. *Management Science Letters*, 10(11), 2431–2436. <https://doi.org/10.5267/j.msl.2020.4.007>
- Al-Naqbi, A. K., & Alshannag, Q. (2018). The status of education for sustainable development and sustainability knowledge, attitudes, and behaviors of UAE University students. *International Journal of Sustainability in Higher Education*, 19(3), 566–588. <https://doi.org/10.1108/IJSHE-06-2017-0091>
- Amoako, G. K., Dzogbenku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626. <https://doi.org/10.1108/IJPPM-12-2019-0595>
- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, 7(1). <https://doi.org/10.1186/s43093-021-00094-5>
- Aqsony, Y. B., Soebandhi, S., & Wulandari, A. (2020). The Effect of Green Marketing, Brand Image, and Atmosphere Store On Purchasing Decisions In Arei Adventure Store Surabaya 3. *Quantitative Economics and Management Studies*, 1(3). <https://doi.org/10.35877/454ri.qems1391>
- Augtiah, I., Susila, I., & Wiyadi. (2022). *Benefit: Jurnal Manajemen dan Bisnis*.
- Bashir, S., Khwaja, 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*, 10(3). <https://doi.org/10.1177/2158244020953156>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. In *Europe's Journal of Psychology* (Vol. 16, Issue 3, pp. 352–356). PsychOpen. <https://doi.org/10.5964/ejop.v16i3.3107>
- Chen, H. C., & Yang, C. H. (2019). Applying a multiple criteria decision-making approach to establishing green marketing audit criteria. *Journal of Cleaner Production*, 210, 256–265. <https://doi.org/10.1016/j.jclepro.2018.10.327>
- Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021a). The empirical analysis of green innovation for fashion brands, perceived value and green purchase intention-mediating and moderating effects. *Sustainability (Switzerland)*, 13(8). <https://doi.org/10.3390/su13084238>
- Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021b). The empirical analysis of green innovation for fashion brands, perceived value and green purchase

- intention-mediating and moderating effects. *Sustainability (Switzerland)*, 13(8). <https://doi.org/10.3390/su13084238>
- Chuang, S. P., & Huang, S. J. (2018). The Effect of Environmental Corporate Social Responsibility on Environmental Performance and Business Competitiveness: The Mediation of Green Information Technology Capital. *Journal of Business Ethics*, 150(4), 991–1009. <https://doi.org/10.1007/s10551-016-3167-x>
- Confente, I., Scarpi, D., & Russo, I. (2020a). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, 112, 431–439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- Confente, I., Scarpi, D., & Russo, I. (2020b). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, 112, 431–439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- Debora Indriani, I. A., Rahayu, M., & Hadiwidjojo, D. (2019). The Influence of Environmental Knowledge on Green Purchase Intention the Role of Attitude as Mediating Variable. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 627. <https://doi.org/10.18415/ijmmu.v6i2.706>
- Deng, M., Xiang, G., & Yao, S. (2018). The effectiveness of the multilateral coalition to develop a green agricultural products market in China based on a TU cooperative game analysis. *Sustainability (Switzerland)*, 10(5). <https://doi.org/10.3390/su10051476>
- dpr.go.id. (2022). *Ditjen PSLB3 KLHK Didesak Miliki Langkah Terukur Tangani Volume Sampah*.
- Duarte Silva, P. C., Perez Teixeira, R. L., & de Araújo Brito, M. L. (2022). GREEN MARKETING IN COSMETICS COMPANIES ADVERTISING CAMPAIGNS: AN ANALYTICAL AND LINGUISTIC APPROACH TO THE METAPHORIZATON OF GREEN. *Revista de Gestao Social e Ambiental*, 16(2). <https://doi.org/10.24857/rgsa.v16n2-022>
- Faize, F. A., & Akhtar, M. (2020). Addressing environmental knowledge and environmental attitude in undergraduate students through scientific argumentation. *Journal of Cleaner Production*, 252. <https://doi.org/10.1016/j.jclepro.2019.119928>
- Fatmawati, I., & Alikhwan, M. A. (2021). How Does Green Marketing Claim Affect Brand Image, Perceived Value, and Purchase Decision? *E3S Web of Conferences* 316.
- Fauzan, N., & Azhar, F. N. (2019). The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products: A Case Study of Students College in Universitas Muhammadiyah Yog. *INTERNATIONAL CONFERENCE ON PUBLIC ORGANIZATION ASIA PACIFIC SOCIETY FOR PUBLIC AFFAIRS (APSPA)*.
- Fauzi, F., & Asri, R. (2020). *PENGARUH ETNOSENTRISME, CITRA MEREK DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN BATIK (Studi pada Konsumen di wilayah Jakarta Barat)*. www.kemendag.go.id
- Fletcher, C. (2023, February 13). *The Environmental and Health Impacts of the Cosmetic Industry*. Earth.Org.

- Goodhue, D. L., Lewis, W., & Thompson, R. (2012). Does PLS Have Advantages for Small Sample Size or Non-Normal Data? In *Source: MIS Quarterly* (Vol. 36, Issue 3).
- Grant, J. (2012). *The Green Marketing Manifesto*. John Wiley & Sons Ltd.
- Hair et al. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www>.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Haudi, Santamoko, R., Rachman, A., Surono, Y., Mappedeceng, R., Musnaini, & Wijoyo, H. (2022). The effects of social media marketing, store environment, sales promotion and perceived value on consumer purchase decisions in small market. *International Journal of Data and Network Science*, 6(1), 67–72. <https://doi.org/10.5267/J.IJDNS.2021.10.003>
- Hegner, S. M., Fenko, A., & Teravest, A. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product and Brand Management*, 26(1), 26–41. <https://doi.org/10.1108/JPBM-06-2016-1215>
- Hengboriboon, L., Inthirak, A., Yeoh, K. H., & Pattanakitdamrong, T. (2020). The Effects of Green Knowledge Awareness Toward Consumer Purchase Intention on the Bio-Waste Product in Thailand. *2020 6th IEEE International Conference on Information Management, ICIM 2020*, 95–100. <https://doi.org/10.1109/ICIM49319.2020.9244677>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hidayat, A. R., & Trisanty, A. (2020). Analisis Market Share Perbankan Syariah di Indonesia. *At-Taqaddum*, 12(2), 183–200. <https://doi.org/10.21580/at.v12i2.6449>
- Hong, Z., Wang, H., & Yu, Y. (2018). Green product pricing with non-green product reference. *Transportation Research Part E: Logistics and Transportation Review*, 115, 1–15. <https://doi.org/10.1016/J.TRE.2018.03.013>
- Humane Society International. (2023). *Animals in Cosmetics Testing*. Humane Society International.
- indonesia.go.id. (2019). *Menenggelamkan Pembuang Sampah Plastik di Laut*.
- Issock Issock, P. B., Mpinganjira, M., & Roberts-Lombard, M. (2020). Modelling green customer loyalty and positive word of mouth: Can environmental knowledge make the difference in an emerging market? *International Journal of Emerging Markets*, 15(3), 405–426. <https://doi.org/10.1108/IJOEM-09-2018-0489>
- Jeong, E. H., Jang, S. C., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10–20. <https://doi.org/10.1016/j.ijhm.2014.03.002>
- Kan, M. P. H., & Fabrigar, L. R. (2017). Theory of Planned Behavior. In *Encyclopedia of Personality and Individual Differences* (pp. 1–8). Springer International Publishing. https://doi.org/10.1007/978-3-319-28099-8_1191-1
- Kock, N., & Hadaya, P. (2018). *Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods*.

- Kotler, P., & Armstrong, G. (2016). *Global edition Principles of Marketing sixteenth edition*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(2), 205–216. <https://doi.org/10.36407/jmsab.v5i2.588>
- Lee, E. J., Bae, J., & Kim, K. H. (2020). The effect of environmental cues on the purchase intention of sustainable products. *Journal of Business Research*, 120, 425–433. <https://doi.org/10.1016/J.JBUSRES.2019.10.048>
- Li, J. (2021a). An empirical study of green marketing on perceived value based on brand image in smart health care industry. *Revista de Cercetare Si Interventie Sociala*, 72, 149–161. <https://doi.org/10.33788/rcis.72.10>
- Li, J. (2021b). An empirical study of green marketing on perceived value based on brand image in smart health care industry. *Revista de Cercetare Si Interventie Sociala*, 72, 149–161. <https://doi.org/10.33788/rcis.72.10>
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187461>
- Mahmoud, M. A., Tsetse, E. K. K., Tulasi, E. E., & Muddey, D. K. (2022). Green Packaging, Environmental Awareness, Willingness to Pay and Consumers' Purchase Decisions. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/su142316091>
- Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., & Bready, A. (2017). The Influence of Green Marketing Mix on Purchase Intention: The Mediation Role of Environmental Knowledge. *International Journal of Scientific & Engineering Research*, 8(9), 1040. <https://doi.org/10.14299/ijser.2017.09.006>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811703>
- Manongko, A. C., & Kambey, J. (2018). The influence of Green Marketing on Decision Purchasing Organic Products with Interests of Buying as an Intervening Variable at Manado City, Indonesia. *International Journal of Scientific Research and Management (IJSRM)*, 6(05). <https://doi.org/10.18535/ijsrn/v6i5.em06>
- Martana, I. M. Y., & Ardani, I. Gst. A. Kt. S. (2018). *PERAN SIKAP DALAM MEMEDIASI PENGARUH KESADARAN LINGKUNGAN TERHADAP NIAT BELI ULANG PRODUK MINUMAN KEMASAN HIJAU*.
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53, 101975. <https://doi.org/10.1016/J.JRETCOSER.2019.101975>
- Mehmood, A., & Bhaumik, A. (2023). Environmental Knowledge as a Mediator between Green Price, Green Promotion and Consumer Buying Behavior in

- Hypermarkets of UAE. *SAR Journal - Science and Research*, 101–109. <https://doi.org/10.18421/sar62-07>
- Minderoo Foundation Limited. (2023). *Global Plastic Watch*. <https://www.minderoo.org/global-plastic-watch/#explore-the-data>
- Miranda-Guerra, M. del P., Avila Arellano, N. F., Garay Condorachay, J. M., & Verastegui Ramos, C. E. (2023). Green Marketing in The Decision to Purchase Cosmetic Products. *IBIMA Business Review*, 2023. <https://doi.org/10.5171/2023.557418>
- Mougenot, B., Del Carpio Pamela, L., & Giuliana, M. U. (2022). GREEN PURCHASING BEHAVIOR IN THE ROLE OF CONSCIOUS CONSUMPTION AMONG YOUNGER ADULTS IN PERU. *Revista de Gestao Social e Ambiental*, 16(1). <https://doi.org/10.24857/rgsa.v16.2911>
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197880>
- Ningtias, A. D., Dewi, C. K., Diahayu Ningtias, A., & Kusuma Dewi, C. (2023). *PENGARUH ENVIRONMENTAL CONSCIOUSNESS, ECO-LABEL, ATTITUDE, GREEN ADVERTISING, PRICE TERHADAP BUYING DECISION OF GREEN PRODUCTS (STUDI PADA KONSUMEN GENERASI Z THE BODY SHOP DI KOTA BANDUNG)*.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575. <https://doi.org/10.1016/J.JCLEPRO.2019.118575>
- Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2019). Measuring brand image: a systematic review, practical guidance, and future research directions. In *Review of Managerial Science* (Vol. 13, Issue 2, pp. 227–265). Springer Verlag. <https://doi.org/10.1007/s11846-017-0251-2>
- Pujari, D., Wright, G., & Peattie, K. (2003). Green and competitive influences on environmental new product development performance. *Journal of Business Research*, 56(8), 657–671. [https://doi.org/10.1016/S0148-2963\(01\)00310-1](https://doi.org/10.1016/S0148-2963(01)00310-1)
- Purnama, P. A. I., & Adi, N. R. (2019). 2027-Article Text-4009-1-10-20190413.
- Putri, C. N. (2021). *Di Balik Ancaman Limbah Skincare dan Kosmetik, Ini yang Bisa Kita Lakukan*. Kompas.Com.
- Rahayu, S., Limakrisna, N., Horas, J., & Purba, V. (2023). The Influence Of Brand Image, Online Service Quality , And Of Use On Purchase Decisions On With Trust As A Mediation Variable. In *International Journal of Science*. <http://ijstm.inarah.co.id629>
- Rakhmawati, D. (2023). *Which One Has The Greater Influence On The Green Purchase Decision?*
- Sasea, L. I., Ibrohim, I., & Sueb, S. (2023). The relationship of environmental knowledge and environmental care attitude of students. *Inornatus: Biology Education Journal*, 3(2), 85–91. <https://doi.org/10.30862/inornatus.v3i2.426>
- Sekaran, U., & Bougie, R. (2016). *An easy way to help students learn, collaborate, and grow*. www.wileypluslearningspace.com

- Shih-Tse Wang, E., & Chen, Y. C. (2019). Effects of perceived justice of fair trade organizations on consumers' purchase intention toward fair trade products. *Journal of Retailing and Consumer Services*, 50, 66–72. <https://doi.org/10.1016/J.JRETCONSER.2019.05.004>
- Sijabat, R. (2020). Analysis of e-government services: A study of the adoption of electronic tax filing in Indonesia. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 23(3), 179–197. <https://doi.org/10.22146/jsp.52770>
- Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing. *Sustainability (Switzerland)*, 15(6). <https://doi.org/10.3390/su15065445>
- Sinnappan, P., & IGI Global. (2023). *Achieving economic growth and welfare through green consumerism*.
- Statista. (2023). *Beauty & Personal Care - Indonesia*. Statista.
- The Body Shop. (n.d.). *About Us*. The Body Shop. Retrieved September 21, 2023, from <https://www.thebodyshop.co.id/about-us>
- Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56, 102162. <https://doi.org/10.1016/J.JRETCONSER.2020.102162>
- Tseng, M. L., Islam, M. S., Karia, N., Fauzi, F. A., & Afrin, S. (2019). A literature review on green supply chain management: Trends and future challenges. In *Resources, Conservation and Recycling* (Vol. 141, pp. 145–162). Elsevier B.V. <https://doi.org/10.1016/j.resconrec.2018.10.009>
- Wowor, C., Lumanuw, B., Ogi, I., Wowor, C. A., Lumanuw, B., Ogi, I. W., Manajemen, J., & Ekonomi dan Bisnis, F. (2021). *PENGARUH CITRA MEREK, HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN KOPI JANJI JIWA DI KOTA MANADO THE INFLUENCE OF BRAND IMAGE, PRICE AND LIFESTYLE ON BUYING DECISION OF JANJI JIWA COFFEE IN MANADO CITY*. 9(3), 1058–1068.
- Yadav, R., Kumar Dokania, A., & Swaroop Pathak, G. (2016). The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation. *International Journal of Contemporary Hospitality Management*, 28(10), 2178–2196. <https://doi.org/10.1108/IJCHM-05-2015-0233>
- Yu, T. K., Lin, F. Y., Kao, K. Y., & Yu, T. Y. (2019a). Encouraging environmental commitment to sustainability: An empirical study of environmental connectedness theory to undergraduate students. *Sustainability (Switzerland)*, 11(2). <https://doi.org/10.3390/su11020342>
- Yu, T. K., Lin, F. Y., Kao, K. Y., & Yu, T. Y. (2019b). Encouraging environmental commitment to sustainability: An empirical study of environmental connectedness theory to undergraduate students. *Sustainability (Switzerland)*, 11(2). <https://doi.org/10.3390/su11020342>
- Yusup, F. (2018). UJI VALIDITAS DAN RELIABILITAS INSTRUMEN PENELITIAN KUANTITATIF. *Januari-Juni*, 7(1), 17–23.
- Zameer, H., Wang, Y., & Yasmeen, H. (2020a). Reinforcing green competitive advantage through green production, creativity and green brand image:

- Implications for cleaner production in China. *Journal of Cleaner Production*, 247, 119119. <https://doi.org/10.1016/J.JCLEPRO.2019.119119>
- Zameer, H., Wang, Y., & Yasmeen, H. (2020b). Reinforcing green competitive advantage through green production, creativity and green brand image: Implications for cleaner production in China. *Journal of Cleaner Production*, 247, 119119. <https://doi.org/10.1016/J.JCLEPRO.2019.119119>
- Zhang, X., Zhang, Y., Sun, Y., Lytras, M., Ordóñez de Pablo, P., & He, W. (2018). Exploring the effect of transformational leadership on individual creativity in e-learning: a perspective of social exchange theory. *Studies in Higher Education*, 43(11), 1964–1978. <https://doi.org/10.1080/03075079.2017.1296824>

