

DAFTAR PUSTAKA

- Adhari, I. Z. (2021). *Kepuasan Pelanggan & Pencapaian Brand Trust* (Vol. 1). CV. Penerbit Qiara Media.
- Alamsyah, D. P. (2016). Green Marketing Strategy: Hubungan Green Perceived Value dan Green Trust. *Al-Idarah: Jurnal Kependidikan Islam*, 6(1).
- Alfarizi, M. H., Atmoko, W. B., & Yulandari, A. (2021, November). Determinan Perilaku Beli Produk Hijau. In *Prosiding Seminar Nasional Fakultas Ekonomi Untidar 2021* (Vol. 1, No. 1).
- Ariasih, M. P., Iswahyudi, M. S., Hansopaheluwakan, S., Azman, H. A., Hidayat, C., Erwin, E., ... & Afiah, S. (2023). *MARKETING MANAGEMENT: Best Strategies and Practices*. PT. Green Pustaka Indonesia.
- Augtiah, I. (2021). *Pengaruh Green Product Attributes, Green Advertising, Dan Green Brand Image Terhadap Keputusan Pembelian Dengan Consumer Attitude Sebagai Variabel Mediasi* (Doctoral Dissertation, Universitas Muhammadiyah Surakarta).
- Bezovski, Z., & Hussain, F. (2016). The Benefits Of The Electronic Customer Relationship Management To The Banks And Their Customers. *Research Journal Of Finance And Accounting*, 7(4), 112-116.
- Blackwell, D. Roger, Paul W. Miniard, James F. Engels. (2015). *Consumer Behavior*. South-Western Collage Pub.
- Brata, B. H., Husani, S., & Ali, H. (2017). The Influence Of Quality Products, Price, Promotion, And Location To Product Purchase Decision On Nitchi At Pt. Jaya Swarasa Agung In Central Jakarta. *Saudi Journal Of Business And Management Studies*, 2(4), 357-374.
- Chang, C. H. (2019). Do Green Motives Influence Green Product Innovation? T He Mediating Role Of Green Value Co-Creation. *Corporate Social Responsibility And Environmental Management*, 26(2), 330-340.
- Change.Org. (2020). Tolak Galon Sekali Pakai. Change.Org. <https://www.change.org/p/pt-tirta-frisindo-stop-produksi-galon-sekali-pakai-le-mineraleid-tolakgalonsekali-pakai>
- Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021). The empirical analysis of green innovation for fashion brands, perceived value and green purchase intention—mediating and moderating effects. *Sustainability*, 13(8), 4238. <https://doi.org/10.3390/su13084238>
- Chen, Y. S., & Chang, C. H. (2012). Enhance Green Purchase Intentions: The Roles Of Green Perceived Value, Green Perceived Risk, And Green Trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of business ethics*, 114(3), 489-500.
- Chi, O. H., Jia, S., Li, Y., & Gursoy, D. (2021). Developing a formative scale to measure consumers' trust toward interaction with artificially intelligent (AI) social robots in service delivery. *Computers in Human Behavior*, 118, 106700.
- Corsi, S., & Di Minin, A. (2014). Disruptive innovation... in reverse: Adding a geographical dimension to disruptive innovation theory. *Creativity and Innovation Management*, 23(1), 76-90.
- De Freitas Netto, S. V., Sobral, M. F. F., Ribeiro, A. R. B., & Soares, G. R. D. L. (2020). Concepts And Forms Of Greenwashing: A Systematic Review. *Environmental Sciences Europe*, 32(1), 1-12.

- Delmas, M. A., & Burbano, V. C. (2011). The Drivers Of Greenwashing Magali. Sage Journal, 54(1), 66. <https://doi.org/10.1525/cmr.2011.54.1.64>
- Dewi, M. L., & Suprapti, N. W. (2020). Peran Kepercayaan Memediasi Pengaruh Persepsi Nilai Dan Persepsi Risiko Produk Terhadap Niat Beli Produk (Studi Pada Produk Suplemen Hijau Merek Herbalife). *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 14(1), 61-70.
- Dimiyati, M., Kartikasari, M. D., & Sukarno, H. (2018). Pengaruh Green Marketing dan Pengetahuan Terhadap keputusan Pembelian dengan Mediasi minat Membeli konsumen Sariayu Martha Tilaar di Kota Jember. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 5(2), 172-177. <https://doi.org/10.19184/ejeba.v5i2.8680>
- Djaniar, U. (2022). Systematic Literature Review: Green Tourism Marketing Strategy. *Jurnal Manajemen*, 6(2), 587-601.
- Eldesouky, A., Mesias, F. J., & Escribano, M. (2020). Perception of Spanish consumers towards environmentally friendly labelling in food. *International Journal of Consumer Studies*, 44(1), 64-76. <https://doi.org/10.1111/ijcs.12546>
- Euractiv. (2013). Green' Image Seen As Key To Future Business Success. Euractiv.Com.
- Farida, N., Handayani, N. U., & Wibowo, M. A. (2019, August). Developing indicators of green construction of Green Supply Chain Management in construction industry: A literature review. In *IOP Conference Series: Materials Science and Engineering* (Vol. 598, No. 1, p. 012021). IOP Publishing
- Febriani, S. (2019). Pengaruh Green Marketing Mix Terhadap *Green product purchase intention* Pada Produk Innisfree Di Jakarta Dengan Consumer's Attitude Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(1).
- Gabbert, F., Hope, L., Luther, K., Wright, G., Ng, M., & Oxburgh, G. (2021). Exploring the use of rapport in professional information-gathering contexts by systematically mapping the evidence base. *Applied Cognitive Psychology*, 35(2), 329-341.
- Ginting, R. K., & Ekawati, N. W. (2016). Pengaruh Pengetahuan Lingkungan Terhadap Niat Membeli Produk Hijau Pada Merek "Attack" Dengan Kepedulian Lingkungan Sebagai Variabel Mediasi. *E-Jurnal Manajemen Unud*, 5(4), 2223- 2249r.
- Gray, R. (2018). What's The Real Price Of Getting Rid Of Plastic Packaging? Bbc.Com, 11.
- Gunadi, N. N. (2021). *Analisis Pengaruh Greenwashing Terhadap Green Purchase Intention Yang Dimediasi Oleh Green Consumer Confusion, Green Perceived Risk, Dan Green Trust; Telaah Pada Galon Sekali Pakai Le Minerale*. Universitas Multimedia Nusantara.
- Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2019). Partial Least Squares Structural Equation Modeling (Pls-Sem): An Emerging Tool In Business Research. *European Business Review*, 26(2), 106–121.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. Center for Academic Publishing Service.
- Hendriawan, G., Sarifiyono, A. P., & Foster, B. (2022). Penerapan Green Marketing Dan *Product inovation* Untuk Meningkatkan Minat Beli Konsumen Sepatu Eco-Friendly Pijakbumi. *Jmk (Jurnal Manajemen Dan Kewirausahaan)*, 7(2), 32-46.
- Herdiyan. (2019). Kesadaran Milenial Terhadap Lingkungan Makin Tinggi. *Kabar24.Bisnis.Com*. <https://kabar24.bisnis.com/read/20190715/15/1124223/kesadaran-milenial-terhadap-lingkungan-makin-tinggi>
- Hijauku.Com. (2017). 10 Sampah Terbanyak Di Lautan. Hijauku. <https://Hijauku.Com/2017/09/11/10-Sampah-Terbanyak-Di-Lautan/>
- Irsalina, N., & Susilowati, H. (2023). Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Produk Tupperware. *Dinamika: Jurnal Manajemen Sosial Ekonomi*, 3(1), 41-51.

- Istichomah, E. (2019). Peran Sikap Pada Pengaruh Kepedulian Lingkungan Dan Motivasi Sosial Terhadap Pembelian Produk Hijau (Doctoral Dissertation, Universitas Muhammadiyah Surakarta).
- Iswahyudi, M. S., Budaya, I., Purwoko, P., Riswanto, A., Lestari, A. A., Widawati, E., ... & Lova, A. N. (2023). MANAJEMEN PEMASARAN: Strategi dan Praktek yang efektif. PT. Sonpedia Publishing Indonesia.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review*, 3(1-2), 128-143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour And Future Research Directions. *International Strategic Management Review*, 3(1-2), 128-143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Juniwati, M. Y. I. E. L. (2021). The Effect Of Environmental Awareness, Green Product Knowledge And Product Quality On Trust And The Impact On Purchasing Decisions (Study On Tupperware Product Consumers In Pontianak). *Equator Journal Of Management And Entrepreneurship (Ejme)*, 9(3), 165-176.
- Kamalul Ariffin, S., Mohan, T. and Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, Vol. 12 No. 3, pp. 309-327. <https://doi.org/10.1108/JRIM-11-2017-0100>
- Karatu, V. M. H., & Mat, N. K. N. (2015). The Mediating effects of green trust and perceived behavioral control on the direct determinants of intention to purchase green products in Nigeria. *Mediterranean Journal of Social Sciences*, 6(4), 256-265. <https://doi.org/10.5901/mjss.2015.v6n4p256>
- Kemenperin. (2019). Peluang Industri Amdk Mengalir Deras Di Tahun Politik. kemenperin.co.id. <https://kemenperin.go.id/artikel/20354/peluangindustri-amdk-mengalir-deras-di-tahun-politik>
- Kemp, E., Min, K. S., & Joint, E. (2015). Selling hope: the role of affect-laden health care advertising in consumer decision making. *Journal of Marketing Theory and Practice*, 23(4), 434-454.
- Kenton, W. (2021). Triple Bottom Line (Tbl). Investopedia. <https://www.investopedia.com/terms/t/triple-bottom-line.asp>
- Kotler, P., & Armstrong, G (2018). Principles of Marketing Global Edition 17th Edition. London: Pearson Education
- Kotler, Philip and Gary Amstrong. (2016). Prinsip-prinsip Pemasaran. Edisi13. Jilid 1. Jakarta : Erlangga
- Kusumastuti, A., Khoiron, A. M., & Achmadi, T. A. (2020). *Metode penelitian kuantitatif*. Deepublish.
- Leavy, P. (2017). Research Design: Quantitative, Qualitative, Mixed Methods, Arts- Based, And Community-Based Participatory Research Approaches. Guilford Publications.
- Lestari, E. R. (2019). Manajemen Inovasi: Upaya Meraih Keunggulan Kompetitif. Universitas Brawijaya Press.
- Lestari, E. R. (2019). *Manajemen Inovasi: Upaya Meraih Keunggulan Kompetitif*. Universitas Brawijaya Press.
- Mahardika, W. A. (2020). Gaduh Galon Sekali Pakai Le Minerale, Warganet: Miris,Ujung-Ujungnya Bahaya! Akurat.co. <https://akurat.co/gaduh-galon-sekali-pakai-le-minerale-warganet-miris-ujung-ujungnya-bahaya>
- Mahmoud, T. O. (2018). Impact Of Green Marketing Mix On Purchase Intention. *International Journal Of Advanced And Applied Sciences*, 5(2), 127-135.
- Malhotra, N.K., & Dash, S. (2016). Marketing Research an Applied Orientation (7th ed.). Chennai: Pearson India Education Services.

- Manstan, T., Chandler, S. L., & McSweeney, M. B. (2021). Consumers' attitudes towards 3D printed foods after a positive experience: An exploratory study. *Journal of Sensory Studies*, 36(1), e12619. <https://doi.org/10.1111/ijfs.14292>
- Marshmclennan. (2019). Plastic Production Is On The Rise Worldwide - But Declining In Europe. *Brinknews.com*. <https://www.brinknews.com/quick-take/plastic-production-on-the-rise-worldwide-declining-in-europe/>
- Maulana, Y. S., & Alisha, A. (2020). *Product inovation* Dan Pengaruhnya Terhadap Minat Beli Konsumen (Studi Kasus Pada Restoran Ichi Bento Cabang Kota Banjar). *Inovbiz: Jurnal Inovasi Bisnis*, 8(1), 86-91. <https://doi.org/10.35314/inovbiz.v8i1.1313>
- Mendrofa, Y., Zebua, E., Gea, N. E., & Zalukhu, Y. (2023). Pengaruh Green Marketing, Brand Awareness Terhadap Purchase Intention Air Minum Dalam Kemasan Merek Ades Melalui Environment Attitude Mahasiswa Prodi Manajemen Universitas Nias. *Jmbi Unsrat (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 10(2), 1225-1235.
- Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. *BVIMR Management Edge*, 7(1).
- 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>
- Moleong, Lexy J. (2016). *Metodologi Penelitian Kualitatif*, Bandung : Remaja Rosdakarya.
- Mulhern, O. (2021). The Biggest Environmental Problems Of 2021. *Earth.org*. <https://earth.org/drawn-up-biggest-environmental-problems-of-2021/>
- Mulyadi, A., Eka, D., & Nailis, W. (2018). Pengaruh Kepercayaan, Kemudahan, Dan Kualitas Informasi Terhadap Keputusan Pembelian Di Toko Online Lazada. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 15(2), 87-94.
- Nainggolan, H., Nuraini, R., Sepriano, S., Aryasa, I. W. T., Meilin, A., Adhicandra, I., ... & Prayitno, H. (2023). *Green Technology Innovation: Transformasi Teknologi Ramah Lingkungan Berbagai Sektor*. Pt. Sonpedia Publishing Indonesia.
- Nainggolan, H., Nuraini, R., Sepriano, S., Aryasa, I. W. T., Meilin, A., Adhicandra, I., ... & Prayitno, H. (2023). *Green Technology Innovation: Transformasi Teknologi Ramah Lingkungan Berbagai Sektor*. Pt. Sonpedia Publishing Indonesia.
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors Influencing Consumers' Purchase Intention Of Green Sportswear. *Fashion And Textiles*, 4(1). <https://doi.org/10.1186/s40691-017-0091-3>
- Neviana. (2010). Triple Bottom Line: Lebih Dari Sekedar Profit. *swa.co.id*. <https://swa.co.id/swa/my-article/triple-bottom-line-lebih-dari-sekadar-profit>
- Ningrum, D. R. P. (2020). Menangani Sampah Plastik: Dimana Mulainya? *Forestdigest.Com*.
- Noor, N. A. M., Muhammad, A., Kassim, A., Jamil, C. Z. M., Mat, N., Mat, N., & Salleh, H. S. (2012). Creating Green Consumers: How Environmental Knowledge And Environmental Attitude Lead To Green Purchase Behaviour? *International Journal Of Arts & Sciences*, 5(1), 55– 71.
- Nozari, H., Szmelter-Jarosz, A., & Ghahremani-Nahr, J. (2021). The Ideas of Sustainable and Green Marketing Based on the Internet of Everything—The Case of the Dairy Industry. *Future Internet*, 13(10), 266
- Parker, L. (2022). The World's Plastic Pollution Crisis Explained. *National Geographic*. <https://education.nationalgeographic.org/resource/worlds-plastic-pollution-crisis-explained>

- Pasaribu, S. K. (2022). 5 Jenis Sampah Plastik Yang Sulit Terurai Alami. Indonesiabaik.Id. <https://Indonesiabaik.Id/Media/Konten/985>
- Pemayun, C. I. S. D. H., & Suasana, I. G. A. K. G. (2015). Peran Kepercayaan Dalam Memediasi Hubungan Antara Persepsi Nilai Dan Keputusan Pembelian Produk Hijau Herbalife Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 4(12), 250455.
- Primastika, W. (2018). Tak Menjaga Laut, Manusia Akhirnya Memakan Plastik. Tirto.Id. <https://Tirto.Id/Tak-Menjaga-Laut-Manusia-Akhirnya-Memakan-Plastik-Cqte>
- Purwanti, P., Sarwani, S., & Sunarsi, D. (2020). The Effect of Product Innovation and Brand Awareness on Consumer Purchase Decisions At Pt. Unilever Indonesia. *Inovasi*, 7(1), 24- 31. <https://doi.org/10.32493/inovasi.v7i1.p24-31.5442>
- Putra, M. C. S. D., & Ekawati, N. W. (2017). Pengaruh *Product innovation*, Harga, Citra Merek Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Sepeda Motor Vespa (Doctoral dissertation, Udayana University).
- Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.
- Riani, A. (2020). Petisi Menolak Galon Sekali Pakai Dan Mengapa Daur Ulang Saja Tak Cukup. Liputan6.com. <https://www.liputan6.com/lifestyle/read/4445389/petisi-menolak-galon-sekali-pakai-dan-mengapa-daur-ulang-saja-tak-cukup>
- Ricci, E. C., Banterle, A., & Stranieri, S. (2018). Trust to go green: an exploration of consumer intentions for eco-friendly convenience food. *Ecological economics*, 148, 54-65.
- Rogers, E. M. (1962). *Diffusion of Innovations* (1st ed.). New York: Free Press.
- Ryantari, G. A. W., & Giantari, I. G. A. K. (2020). Green Knowledge, Green Attitude, Dan Environmental Concern Berpengaruh Terhadap Niat Beli. *E-Jurnal Manajemen*, 9(7), 2556–2575. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p05>
- Saputra, M. G. (2019). Kemasan Sachet Industri Makanan & Minuman Paling Banyak Sumbang Sampah Plastik. Merdeka.com. <https://www.merdeka.com/peristiwa/kemasan-sachet-indutri-makanan-minuman-paling-banyak-sumbang-sampah-plastik.html>
- Sari, N. P., & Widowati, R. (2014). Hubungan Antara Kesadaran Merek, Kualitas Persepsian, Kepercayaan Merek dan Minat Beli Produk Hijau. *Jurnal Manajemen Bisnis*, 5(1), 59-79.
- Sasetyaningtyas, D. (2019). Greenwash: Botol Minum Dari 100% Daur Ulang Plastik. *Sustaination.id*. <https://sustaination.id/greenwash-botol-minum-dari-100-daur-ulang-plastik/>
- Saunders, M., & Lewis, P. (2016). In Thornhill Adrian. *Research methods for business students*, 7.
- Schiffman, L.G., & Kanuk, L.L. (2010). *Consumer Behaviour* (10th ed). New Jersey, Pearson Prentice Hall
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.
- Setiawan, Z., Nurapriyanti, T., Ibrahim, H., Nurchayati, N., Jumiati, E., Aslichah, A., & Iswahyudi, M. S. (2023). *PERILAKU KONSUMEN: Panduan Praktis untuk Pemasaran yang Sukses*. PT. Sonpedia Publishing Indonesia.
- Setiawan, Z., Nurapriyanti, T., Ibrahim, H., Nurchayati, N., Jumiati, E., Aslichah, A., & Iswahyudi, M. S. (2023). *PERILAKU KONSUMEN: Panduan Praktis untuk Pemasaran yang Sukses*. PT. Sonpedia Publishing Indonesia.
- Setiawan, H. (2020). Galon Sekali Pakai Klaim Ramah Lingkungan, Greenpeace: Ini Gimmick. *Jawapos.com*.

<https://www.jawapos.com/nasional/27/11/2020/galon-sekali-pakai-klaim-ramah-lingkungan-greenpeace-ini-gimmick/>

- Shemi, H. (2018). Langkah Pemerintah 'Perangi' Sampah Plastik. Idntimes.com. <https://www.idntimes.com/news/indonesia/helmi/langkah-pemerintah-perangi-sampah-plastik>
- Shim, D., Shin, J., & Kwak, S. Y. (2018). Modelling The Consumer Decision-Making Process To Identify Key Drivers And Bottlenecks In The Adoption Of Environmentally Friendly Products. *Business Strategy And The Environment*, 27(8), 1409-1421. <https://doi.org/10.1002/bse.2192>
- Silaen, S. (2018). Metodologi Penelitian Sosial untuk Penulisan Skripsi dan Tesis. Bogor: In Media.
- Simanihুরু, P., Prahendratno, A., Tamba, D., Sagala, R., Ahada, R., Purba, M. L. B., ... & Rachman, S. H. (2023). MEMAHAMI PERILAKU KONSUMEN: Strategi Pemasaran yang Efektif pada Era Digital. PT. Sonpedia Publishing Indonesia.
- Sinulingga, N. A. B., Sihotang, H. T., & Kom, M. (2023). *Perilaku Konsumen: Strategi Dan Teori*. Iocs Publisher.
- Sinulingga, N. A. B., Sihotang, H. T., & Kom, M. (2023). *Perilaku Konsumen: Strategi Dan Teori*. Iocs Publisher.
- Sirait, S. M. I. (2021). *Pengaruh Product innovation Dan Harga Terhadap Niat Beli Produk Handphone Vivo Di Toko Anita Ponsel Pancur Batu* (Doctoral Dissertation, Universitas Medan Area).
- Snyder, H., Witell, L., Gustafsson, A., Fombelle, P., & Kristensson, P. (2016). Identifying categories of service innovation: A review and synthesis of the literature. *Journal of Business Research*, 69(7), 2401-2408. <https://doi.org/10.1016/j.jbusres.2016.01.009>
- Social Responsibility and Environmental Management, 26(2), 330-340
- Sudarsono, H. (2020). *Manajemen Pemasaran*. Pustaka Abadi.
- Sugandini, D., Sukarno, A., Irhas, M., Kundarto, E. M., Dwi, E., & Arundati, R. R. (2020). Perilaku Konsumen Pro-Lingkungan. *Perilaku Konsumen Pro-Lingkungan*.
- Sugiyono. (2015). *Metode Penelitian Manajemen (Mix Methods)*. Bandung: Alfabeta.
- Suparni, S., & Daryanto, T. (2021). Pengaruh Green Marketing, Brand Awareness Dan Price Terhadap Purchase Intention Tupperware. *Kelola*, 8(2), 1-10.
- Unaradjan, D. D. (2019). *Metode penelitian kuantitatif*. Penerbit Unika Atma Jaya Jakarta.
- Varadarajan, R., Jayachandran, S., & Malhotra, N. K. (Eds.). (2018). *Innovation And Strategy*. Emerald Group Publishing.
- Wehnert, P., Baccarella, C. V., & Beckmann, M. (2019). In Crowdfunding We Trust? Investigating Crowdfunding Success As A Signal For Enhancing Trust In Sustainable Product Features. *Technological Forecasting And Social Change*, 141, 128-137.
- Widyaningrum, G. L. (2020). Studi Terbaru: Masalah Sampah Plastik Di Bumi Sudah Di Luar Kendali. [Nationalgeographic.grid.id. https://nationalgeographic.grid.id/read/132346281/studi-terbaru-masalah-sampah-plastik-di-bumi-sudah-di-luar-kendali](https://nationalgeographic.grid.id/read/132346281/studi-terbaru-masalah-sampah-plastik-di-bumi-sudah-di-luar-kendali)
- Wijanarko, K. F. (2023). Konsekuensi Business Ethics. *Jurnal Ekonomi Trisakti*, 3(1), 475-490.
- Wijaya, R. A., Qurratu'aini, N. I., & Paramastri, B. (2019). Pentingnya Pengelolaan Inovasi Dalam Era Persaingan. *Jurnal Manajemen dan Bisnis Indonesia*, 5(2), 217-227.
- Xie, X., Huo, J., & Zou, H. (2019). Green Process Innovation, Green Product Innovation, And Corporate Financial Performance: A Content Analysis Method. *Journal Of Business Research*, 101, 697-706.
- Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., ... & Syarif, R. (2023). *Green Marketing For Business*. Pt. Sonpedia Publishing Indonesia.

Yao, Q., Zeng, S., Sheng, S., & Gong, S. (2021). Green Innovation And Brand Equity: Moderating Effects Of Industrial Institutions. *Asia Pacific Journal Of Management*, 38(2), 573-602

Zikmund, W. G., & Babin, B. (2013). *Menjelajahi Riset Pemasaran*. Jakarta: Penerbit Salemba Empat.

