

DAFTAR PUSTAKA

- Ahearne, M., Rapp, A., Hughes, D. E., & Jindal, R. (2010). Managing Sales Force Product Perceptions and Control Systems in the Success of New Product Introductions. *Journal of Marketing Research*, XLVII, 764–776.
- Abutaleb, S., & El-Bassiouny, N. (2020). Assessing sustainability Marketing from Macromarketing Perspective: A Multistakeholder Approach. *Assessing Sustainability Marketing*, 287-305. doi:doi.org/10.1108/WJEMSD-02-2019-0017
- Alamsyaha, D. P., Aryantoa, R., Utamaa, I. D., Marita, L. S., & Othman, N. A. (2020). The antecedent model of green awareness customer. *Management Science Letters*. doi:10.5267/j.msl.2020.4.007
- Albari, & Kartikasari, A. (2019). *The Influence of Product Quality, Service Quality and Price on Customer Satisfaction and Loyalty*. <https://www.researchgate.net/publication/339796640>
- Alessandri Westcott, S. (2001). Modeling corporate identity: A concept explication and theoretical explanation. *Corporate Communications: An International Journal*, 6(4), 173–182. <https://doi.org/10.1108/EUM00000000006146>
- Ali, A., & Shahzad, W. (2011). *Determinants of Pakistani Consumers' Green Purchase Behavior: Some Insights from a Developing Country Information and Computational Implementations for Integrated Disease Diagnostic System View project Urdu Language Processing View project*. <https://www.researchgate.net/publication/285663183>

- Amalia, L., & Putra, F. P. (2021). The Effect of Service Quality, Product Quality, Experimental Marketing and Location by Intervening Consumer Satisfaction on McDonald's Repurchase Interest in the Green Garden Kedoya Branch. In *Journal of Management and Leadership* (Vol. 4, Issue 1).
- Aprilia, N. E. (2021). *Bisma: Jurnal Bisnis dan Manajemen INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH PERCEIVED RISK, SATISFACTION, AND TRUST IN BRANCHLESS BANKING CUSTOMERS (Study at PT. Bank Rakyat Indonesia (Persero), Tbk Branch Office of Ponorogo)* (Vol. 15, Issue 1).
<https://jurnal.unej.ac.id/index.php/BISMA>
- Asgharian, R., Salehi, M., Saleki, Z. S., Hijabri, R., & Nikkheslat, M. (2012). Green product quality, green customer satisfaction, and green customer loyalty. *IRACST- International Journal of Research in Management & Technology (IJRMT)*, 2.
- Balmer, J. M. T., Mahmoud, R., & Chen, W. (2020). Impact of multilateral place dimensions on corporate brand attractiveness and identification in higher education: Business school insights. *Journal of Business Research*, 116, 628–641. <https://doi.org/10.1016/j.jbusres.2019.03.015>
- Bathmanathan, V., & Hironaka, C. (2016). Sustainability and business: What is green corporate image? *IOP Conference Series: Earth and Environmental Science*, 32(1). <https://doi.org/10.1088/1755-1315/32/1/012049>

- Belz, F.-M., & Birte Schmidt-Riediger. (2009). Marketing strategies in the age of sustainable development: Evidence from the food industry. *Business Strategy and the Environment*, 19(7), 401-416.
- Chen, Y. S. (2007). The Driver of Green Innovation and Green Image . *Journal of Business Ethics*, 531-543.
- Campanella, J. (1999). *Principles of Quality Costs: Principles, Implementation and Use*.
- Chandrashekar, M. , Rotte, K. , Tax, S. S. , & Grewal, R. (2007). *Satisfaction Strength and Customer Loyalty*.
- Chang, N.-J., & Fong, C.-M. (2010a). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management*, 4(13), 2836–2844.
<http://www.academicjournals.org/AJBM>
- Chang, N.-J., & Fong, C.-M. (2010b). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African Journal of Business Management*, 4(13), 2836–2844.
<http://www.academicjournals.org/AJBM>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In *Journal of Marketing* (Vol. 65).
- Cheema, S., Bemisal Durrani, A., Fayyaz Khokhar, M., Tisman Pasha, A., & Scholar, Mp. (2015). Influence of Green Marketing Mix and Customer Fulfillment: An Empirical Study. *International Journal of Sciences: Basic and*

Applied Research (IJSBAR) International Journal of Sciences: Basic and Applied Research, 24(6), 168–177.

<http://gssrr.org/index.php?journal=JournalOfBasicAndApplied>

Chen, Y. S. (2013). Towards green loyalty: Driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, 21(5), 294–308.

<https://doi.org/10.1002/sd.500>

Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1), 63–82. <https://doi.org/10.1108/00251741311291319>

Chen, Y. S., Lai, S. B., & Wen, C. T. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331–339. <https://doi.org/10.1007/s10551-006-9025-5>

Chien, L., & Chi, S. (2019). Corporate image as a mediator between service quality and customer satisfaction: difference across categorized exhibitors. *Heliyon*, 5, 1307. <https://doi.org/10.1016/j.heliyon.2019>

Clark, R., Voorhes, C., & Zboja, J. (2012). The Role of Customer Loyalty to the Salesperson in Generating Premium Revenue for Retailers. *Journal of Applied Marketing Theory*, 3(1).

Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240. <https://doi.org/10.1016/j.indmarman.2005.08.013>

- Dyllick, T., & Hockerts, K. (2002). Beyond the business case for corporate sustainability. *Business Strategy and the Environment*, *11*(2), 130–141. <https://doi.org/10.1002/bse.323>
- Elsäßer, M., & Wirtz, B. W. (2017). Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting. *Journal of Business and Industrial Marketing*, *32*(1), 138–152. <https://doi.org/10.1108/JBIM-05-2015-0101>
- Gammoh, B. S., Mallin, M. L., Pullins, E. B., & Johnson, C. M. (2018). The role of salesperson brand selling confidence in enhancing important sales management outcomes: a social identity approach. *Journal of Business and Industrial Marketing*, *33*(3), 277–290. <https://doi.org/10.1108/JBIM-11-2016-0274>
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021a). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, *30*(4), 2061–2076. <https://doi.org/10.1002/bse.2732>
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021b). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, *30*(4), 2061–2076. <https://doi.org/10.1002/bse.2732>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Girsang, M., Rini, E. S., & Gultom, P. (2020). *THE EFFECT OF BRAND IMAGE AND*

- Grove, S. J., Fisk, R. P., Pickett, G. M., & Kangun, N. (1996). Going green in the service sector. *European Journal of Marketing*, 30(5), 56–66.
<https://doi.org/10.1108/03090569610118777>
- Groening, C., Saerkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research direction. *Journal of Cleaner Production*, 1884 - 1866. doi:10.1016/j.jclepro.2017.12.002
- Hengboriboon, L., Yeoh, K. H., Inthirak, A., & Pattanakitdamrong, T. (2020). The Effects of Green Knowledge Awareness Toward Consumer Purchase Intention. *IEEE International Conference on Information Management*. doi:10.1109/icim49319.2020.244677
- 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>
- Hopkins, M. S., & Roche, C. (2009). What the “Green” Consumer Wants. *MIT Sloan Management Review. Reprint 50415*. 50 (4): 87-89.
- Hur, W. M., Kim, Y., & Park, K. (2013). Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A “Green” Perspective. *Corporate Social Responsibility and Environmental Management*, 20(3), 146–156.
<https://doi.org/10.1002/csr.1280>
- Issock, P. B., Mpiganjira, 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>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Jung, J. H., Yoo, J. J., & Arnold, T. J. (2021). The influence of a retail store manager in developing frontline employee brand relationship, service performance and customer loyalty. *Journal of Business Research*, 122, 362–372. <https://doi.org/10.1016/j.jbusres.2020.09.010>
- Kabir, S. M. S. (2016). Sample and sampling designs. *Fundamentals of Research Methodology and Statistics*, July 2016, 323. <file:///C:/Users/HP/Downloads/SampleandSamplingDesigns.pdf>
- Kewakuma, A. S. V., Rofiaty, R., & Ratnawati, K. (2021). The Effect of Green Marketing Strategy on Customer Loyalty Mediated by Brand Image. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 12(1), 1–11. <https://doi.org/10.18196/jbti.v12i1.10691>
- Kim, M. K., Wong, S. F., Chang, Y., & Park, J. H. (2016). Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics*, 33(4), 936–949. <https://doi.org/10.1016/j.tele.2016.02.006>

- Konuk, F. A. (2018). Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food. *Journal of Consumer Behaviour*, 17(2), 141–148. <https://doi.org/10.1002/cb.1697>
- Konuk, F. A., Rahman, S. U., & Salo, J. (2015). Antecedents of green behavioral intentions: A cross-country study of Turkey, Finland and Pakistan. *International Journal of Consumer Studies*, 39(6), 586–596. <https://doi.org/10.1111/ijcs.12209>
- Kotler, P. (2000). *Marketing Management, Millenium Edition*. www.pearsoncustom.com
- Kotler, P., & Amstrong, G. (2016). *Principles Of Marketing, Global Edition* (14th ed.).
- Kotler, P., & Keller, K. L. (2008). *Marketing management* (13th ed.). https://www.academia.edu/42247176/Philip_Kotler_Marketing_Management_13th_Ed_1_www
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ Pearson Education Limited.
- Kordshouli, H. R., Ebrahimi, A., & Bouzanjani, A. A. (2015). An analysis of the green response of consumers to the environmentally friendly behaviour of corporations. *Iranian Journal of Management Studies (IJMS)*, 8, 315-334.
- Kumar, V., Pozza, I. D., & Ganesh, J. (2013). Revisiting the satisfaction-loyalty relationship: Empirical generalizations and directions for future research. *Journal of Retailing*, 89(3), 246–262. <https://doi.org/10.1016/j.jretai.2013.02.001>

- Kusuma, A. R. (2009). *PENGARUH KUALITAS PELAYANAN, KOMPETENSI TENAGA PENJUALAN, DAN CITRA PERUSAHAAN TERHADAP MINAT BELI ULANG (Studi pada PT. Ratna Intan Kusuma di Semarang)*.
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. The Guilford Press.
[https://books.google.co.id/books?id=PRyDDgAAQBAJ&printsec=frontcover&dq=quantitative+research+design&hl=id&sa=X&ved=2ahUKEwiUyKzPmrvuAhXQZSsKHS0wAboQ6AEwAHoECAAQA#v=onepage&q=quantitative research design&f=false](https://books.google.co.id/books?id=PRyDDgAAQBAJ&printsec=frontcover&dq=quantitative+research+design&hl=id&sa=X&ved=2ahUKEwiUyKzPmrvuAhXQZSsKHS0wAboQ6AEwAHoECAAQA#v=onepage&q=quantitative%20research%20design&f=false)
- Liana, L. (2009). Penggunaan MRA dengan Spss untuk Menguji Pengaruh Variabel Moderating terhadap Hubungan antara Variabel Independen dan Variabel Dependen. *Jurnal Teknologi Informasi DINAMIK*, XIV(2), 90–97.
<https://doi.org/https://doi.org/10.35315/dinamik.v14i2.95>
- Lipovetsky, S., Magnan, S., & Zanetti-Polzi, A. (2011). Pricing Models in Marketing Research. *Intelligent Information Management*, 03(05), 167–174.
<https://doi.org/10.4236/iim.2011.35020>
- Liu, A. H., & Leach, M. P. (2001). *Developing Loyal Customers with a Value-adding Sales Force: -Customer Satisfaction and the Perceived Credibility of Consultative Salespeople*.
- Laroche, M., Bergeron, J., & Forleo, G. B. (2001). Targeting Consumers Who Are Willing to Pay More for Environmentally Friendly Products. *Journal of Consumer Marketing*, 503-520. doi:10.1108/EUM0000000006155

- Martin, D. M., & Schouten, J. W. (2014). The answer is sustainable marketing, when the question is: What can we do? *Recherche et Applications en Marketing (English Edition)*, 107-109. doi:10.1177/2051570714540497
- Ma'rifah, D. N., Jatmiki, R. D., & Andharini, S. N. (2022). The Influence of Service Quality on Customer Satisfaction Mediated by Customer Loyalty (Study on Garnier Customers in Malang City). *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 02. <https://doi.org/10.22219/jamanika.v2i1.20696>
- Martínez, P. (2015). Customer loyalty: Exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
- Menguc, B., Auh, S., Katsikeas, C. S., & Jung, Y. S. (2015). *When Does (Mis)Fit in Customer Orientation Matter for Frontline Employees' Job Satisfaction and Performance?*
- Mohd Suki, N. (2015). Customer environmental satisfaction and loyalty in the consumption of green products. *International Journal of Sustainable Development and World Ecology*, 22(4), 292–301. <https://doi.org/10.1080/13504509.2015.1054328>
- Mohd Suki, N. (2017). Green products usage: structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development and World Ecology*, 24(1), 88–95. <https://doi.org/10.1080/13504509.2016.1169563>
- Noo-urai, N., & Jaroenwisan, K. (2016, April). Sustainability Marketing: A Changing of Marketing Concept Lead to Sustainable Business. *International Journal of Business and Social Science*, 7.

- Newell, S. J., Wu, B., Leingpibul, D., & Jiang, Y. (2016). The importance of corporate and salesperson expertise and trust in building loyal business-to-business relationships in China. *Journal of Personal Selling and Sales Management*, 36(2), 160–173. <https://doi.org/10.1080/08853134.2016.1190656>
- Niedrich, R. W., Weathers, D., Hill, C. R., & Bell, David R. (2009). Specifying Price Judgments with Range–Frequency Theory in Models of Brand Choice. *Journal of Marketing Research* 693 Vol. XLVI (October 2009), 693–702.
- Noorham, N., Nurafizah, S., Anuar, S., & Guliling, H. (2020). *THE PRACTICES OF LOCAL COSMETIC PRODUCT ON THE CUSTOMER LOYALTY AMONG MALAYSIAN YOUTH.*
- Oktavia, R. T., Rahayu, M., & Djawahir, A. H. (2019). The effect of salesperson's expertise and salesperson's likeability through trust mediation. *Management and Economics Journal*, 3. <http://dx.doi.org>
- Pahlevi, M. R., & Suhartanto, D. (2020). The integrated model of green loyalty: Evidence from eco-friendly plastic products. *Journal of Cleaner Production*, 257. <https://doi.org/10.1016/j.jclepro.2020.120844>
- Park, J. W., Robertson, R., & Wu, C. L. (2004). The effect of airline service quality on passengers' behavioural intentions: A Korean case study. *Journal of Air Transport Management*, 10(6), 435–439. <https://doi.org/10.1016/j.jairtraman.2004.06.001>
- Priyatno, D. (2010). *Teknik Mudah Dan Cepat Melakukan Analisis Data Penelitian Dengan SPSS Dan Tanya Jawab Ujian Pendadaran* (Cet. 1). Gava Media.

- Purnomo, R. A. (2017). *Analisis Statistil Ekonomi dan Bisnis dengan SPSS*. CV Wade Group.
- Puspitasari, A. F. (2020). *Asia-Pacific Management and Business Application A R TI CLE Asia-Pacific Management and Business Application the Role of Green Brand Image, Green Brand Equity and Product Quality toward Customers' Attitudes to Consume Eco Friendly Cosmetic Product (An Empirical Study: Millennial Generation Female Customers in Malang)*.
<https://doi.org/10.21776/ub.apmba.2020.009.01.3>
- Qomariah, N. (2016). *MARKETING ADACTIVE STRATEGY* (N. Qomariah, Ed.).
<https://www.researchgate.net/publication/326623130>
- Saleem, H., & Sarfraz Raja, N. (2014). *The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan* (Vol. 16). www.iosrjournals.org
- Sana, S. S. (2020). Price competition between green and non-green products under corporate social responsible firm. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102118>
- Saran, S. M., & Shokouhyar, S. (2021). Crossing the chasm between green corporate image and green corporate identity: a text mining, social media-based case study on automakers. *Journal of Strategic Marketing*.
<https://doi.org/10.1080/0965254X.2021.1874490>
- Sellitto, M. A., Camfield, C. G., & Buzuku, S. (2020). Green innovation and competitive advantages in a furniture industrial cluster: A survey and structural

- model. *Sustainable Production and Consumption*, 23, 94–104.
<https://doi.org/10.1016/j.spc.2020.04.007>
- Sharma, M. (2014). The role of employees' engagement in the adoption of green supply chain practices as moderated by environment attitude: An empirical study of the Indian automobile industry. *Global Business Review*, 15, 25S–38S.
<https://doi.org/10.1177/0972150914550545>
- Shen, B., Xu, X., & Choi, T. M. (2019). Simplicity is beauty: pricing coordination in two-product supply chains with simplest contracts under voluntary compliance. *International Journal of Production Research*, 57(9), 2769–2787.
<https://doi.org/10.1080/00207543.2018.1530474>
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- Sreenivasulu, M., Janardhana, Dr. G., & Rajasekhar, Dr. M. (2014). Customer Brand Loyalty towards Corporate Retail Store - [A case study of Big Bazaar retail store in Bangalore city]. *IOSR Journal of Business and Management*, 16(4), 01–08. <https://doi.org/10.9790/487X-16460108>
- Sugiono. (2004). *Metode Penelitian*. Alfabeta.
- Sugiono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sujarweni, V. W. (2018). *Metodologi Penelitian Bisnis dan Ekonomi*. PT. Pustaka Baru Press.

- Sun, M. (2011). Disclosing multiple product attributes. *Journal of Economics and Management Strategy*, 20(1), 195–224. <https://doi.org/10.1111/j.1530-9134.2010.00287.x>
- Taufique, K. M. R., Siwar, C., Chamhuri, N., & Sarah, F. H. (2016). Integrating General Environmental Knowledge and Eco-Label Knowledge in Understanding Ecologically Conscious Consumer Behavior. *Procedia Economics and Finance*, 37, 39–45. [https://doi.org/10.1016/s2212-5671\(16\)30090-9](https://doi.org/10.1016/s2212-5671(16)30090-9)
- Tsai, M. T., Chin, C. W., & Chen, C. C. (2010). The effect of trust belief and salesperson's expertise on consumer's intention to purchase nutraceuticals: Applying the theory of reasoned action. *Social Behavior and Personality*, 38(2), 273–288. <https://doi.org/10.2224/sbp.2010.38.2.273>
- Tseng, S. C., & Hung, S. W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59, 174–184. <https://doi.org/10.1016/j.jclepro.2013.06.050>
- Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. In *Journal of Consumer Marketing* (Vol. 20, Issues 4–5, pp. 294–316). Emerald Group Publishing Ltd. <https://doi.org/10.1108/07363760310483676>
- Walsh, G., & Bartikowski, B. (2013). Exploring corporate ability and social responsibility associations as antecedents of customer satisfaction cross-culturally. *Journal of Business Research*, 66(8), 989–995. <https://doi.org/10.1016/j.jbusres.2011.12.022>

- Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019). Customer Trust through Green Corporate Image, Green Marketing Strategy, and Social Responsibility: A Case Study. In *European Research Studies Journal: Vol. XXII* (Issue 2). <https://www.researchgate.net/publication/338894620>
- Wijaya, T. (2009). *METODE PENELITIAN*. Universitas Atma Jaya.
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102377>
- Yu, Y., Li, X., & Jai, T. M. (Catherine). (2017). The impact of green experience on customer satisfaction: evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 29(5), 1340–1361. <https://doi.org/10.1108/IJCHM-07-2015-0371>