

DAFTAR PUSTAKA

- Ahmad, F., Lapian, J., & Soegoto, A. S. (2016). Analisis Green Product Dan Green Marketing Strategy Terhadap Keputusan pembelian Produk The Body Shop di Manado Town Square. *Jurnal EMBA*. Retrieved October, from <https://ejournal.unsrat.ac.id/index.php/emba/article/view/11557>
- Al Mamun, A., Mohamad, M., Yaacob, M., & Mohiuddin, M. (2018). Intention and behavior towards green consumption among low-income households. *Journal of Environmental Management*.
- Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/02634501311292902>
- Albino, V., Balice, A., Dangelico, R.M. (2009). Environmental strategies and green product development: an overview on sustainability-driven companies. *Business Strategy and the Environment*.
- Ali, Md Ershad., *et al.* (2015). "Effect of single and double stage chemically treated kenaf fibers on mechanical properties of polyvinyl alcohol film". *BioResources*.
- Arnould, E., Price, L., & Zinkhan, G. (2004) *Consumers*. 2nd Edition, McGraw-Hill/Irwin, Boston.
- Asiegbu, Ikechukwu F., Igwe, Peace., & Akekue-Alex, Nenaaton. (2012). Physical Evidence and Marketing Performance of Commercial Airlines in Nigeria, *American International Journal International of Contemporary Research*, Volume 2, Issue 12.
- Astini, R. (2017). Implikasi Green Brand Image, Green Satisfaction dan Green Trust Terhadap Loyalitas Pelanggan (Studi Kasus Pada Konsumen AMDK Galon Merk AQUA di Wilayah Serpong Utara). *Jurnal Manajemen*. <https://doi.org/10.24912/jm.v20i1.63>
- Azwar S. (2013). *Sikap Manusia: Teori dan Pengukurannya*. Yogyakarta: Pustaka Pelajar.
- Badan Pom RI. (2011). Peraturan Kepala Badan Pengawas Obat dan Makanan Republik Indonesia Nomor HK.03.1.23.08.11.07331 Tahun 2011 Tentang Metode Analisis Kosmetika. Jakarta: BPOM.

- Barclay, P. (2004). Trustworthiness and competitive altruism can also solve the "tragedy of the commons". *Evolution and Human Behavior*.
<https://doi.org/10.1016/j.evolhumbehav.2004.04.002>
- BFFP. (2020). Break Free from Plastic's The #BrandAudit2021 Report.
<https://www.breakfreefromplastic.org/brandaudit2021/>
- Bitner, M. J., & Zeithaml, V. A., (2003). *Service Marketing* (3rd ed.), Tata McGrawHill, New Delhi.
- BPS. (2022). Badan Pusat Statistika Emisi Gas Rumah Kaca menurut Jenis Sektor.
<https://www.bps.go.id/statictable/2019/09/24/2072/emisi-gas-rumah-kaca-menurut-jenis-sektor-ribu-ton-co2e-2000-2019.html>
- Braga, Sergio, *et al.* (2019). "Greenwashing effect, attitudes, and beliefs in green consumption". *RAUSP Management Journal*.
- Buysse, K. & Verbeke, A. (2003), "Proactive environmental strategies: a stakeholder management perspective". *Strategic Management Journal*.
- Çavuğoğlu, S., *et al.* (2020). "The effect of attitudes toward green behaviors on green image, green customer satisfaction and green customer loyalty". *GeoJournal of Tourism and Geosites*.
- CBI by Ecovia Intelligence. (n.d.-c). (2021). What requirements must natural ingredients for cosmetics comply with to be allowed on the European market. <https://www.cbi.eu/market-information/natural-ingredients-cosmetics/buyer-requirements>
- Chang & Fong. (2010). Green Product Quality, Green Customer Satisfaction, Green Corporate Image and Green Customer Loyalty. *African Journal of Business Management*.
- Chen, K. & Deng, T. (2016). Research on the Green Purchase Intentions from the Perspective of Product Knowledge. *Sustainability*.
- Chen, Xia., *et al.* (2016). "Predicting Consumer Green Product Purchase Attitudes and Behavioral Intention During COVID-19 Pandemic". *Frontiers in Psychology* (2022).
- Chen, Y. S. (2010). "The Driver of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust". *Journal of Business Ethics*.
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. Modern Methods for Business Research.
- Connell, H.K.Y. (2011), "Exploring consumers' perceptions of eco-conscious apparel acquisition behaviors", *Social Responsibility Journal*.

- Craft.co. (2019). The Body Shop International Revenue. <https://craft.co/the-body-shop-international#stats>
- Dangelico, R.M., & Pontrandolfo, P. (2010) From Green Product Definitions and Classifications to the Green Option Matrix. *Journal of Cleaner Production*, 18, 1608-1628. <http://dx.doi.org/10.1016/j.jclepro.2010.07.007>
- Priansa, Doni. (2017). *Manajemen Pelayanan Prima*. Bandung: Alfabet
- Dos Muchangos, L., & Vaughter, P. (2018). Are gender perspectives included in education for sustainable consumption and waste education programs? A systematic literature re-view. *Detritus*.
- D'Souza, Clare., *et al.* (2006) "Green products and corporate strategy: an empirical investigation." *Society and business review*.
- Elving, Wim JL. (2013). "Scepticism and corporate social responsibility communications: The influence of fit and reputation." *Journal of Marketing Communications*.
- Eren, B., & Yaqub, M. (2015). Environmental consciousness survey of university students. In *Conference Proceedings of The International Symposium on Innovative Technologies in Engineering Science*.
- Euromonitor International. (2016). *The Beauty and Personal Care Market: Global and Regional Overview*. Euromonitor International, available at: www.euromonitor.com
- Farooq, Sania, Salman Habib, & Saira Aslam. (2015). "Influence of product packaging on consumer purchase intentions". *International Journal of Economics, Commerce and Management*.
- Fryxell, G. & C. Lo. (2003) The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: an empirical examination of managers in China. *Journal of Business Ethics*.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2008). *Structural Equation Modelling, Edisi II*, Universitas Diponegoro, Semarang.
- Ghozali, Imam. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.

- Giese, J.L., & Cote, J.A. (2000) Defining Consumer Satisfaction. *Academy of Marketing Science Review*.
- Goh, S. & Balaji, M., (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*.
- Griffin, Ricky W., & Ronald J. Ebert, (2008). *Business*, 8th Edition, Pearson International Edition, New Jersey, Prentice Hall.
- Griskevicius, V., Tybur, J., & Van den Bergh, B., (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*.
- Hanjani, G., & Widodo, A. (2019). Consumer Purchase Intention. *Jurnal Sekretaris Dan Administrasi Bisnis*. doi:10.31104/jsab.v3i1.90
- Hawkins, Best, Coney, (2004), *Consumer Behavior, Building Marketing Strategy International Edition*, Mc Graw Hill Companies, Inc.
- Heilbrun, A. B., & Schwartz, H. L. (1982). Sex-gender differences in level of androgyny. *Sex Roles*, 8(2), 201-214.
- Huang, C., & Kung, F. (2011), "Environmental consciousness and intellectual capital management: evidence from Taiwan's manufacturing industry". *Management Decision*.
- Hughner, Renee Shaw., McDonagh, Pierre., Prothero, Andrea., Shultz, Clifford J. & Stanton, Julie. (2007). "Who are organic food consumers? A compilation and review of why people purchase organic food", *Journal of Consumer Behaviour*.
- Hungu. (2007). *Pengertian Jenis Kelamin*. Jakarta: PT. Gramedia
- Indriani, Ida Ayu Debora., Mintarti Rahayu., & Djumilah Hadiwidjojo. (2019) "The influence of environmental knowledge on green purchase intention the role of attitude as mediating variable." *International Journal of Multicultural and Multireligious Understanding*.
- Iyer, G. (1999). Business, consumers and sustainable living in an interconnected world: A multilateral ecocentric approach. *Journal of Business Ethics*.
- Jaolis, Ferry. (2011). *Profil Green Consumers Indonesia: Identifikasi Segmen dan FaktorFaktor yang Mempengaruhi Perilaku Pembelian Green Products*. *Jurnal Mitra Ekonomi dan Manajemen Bisnis*.
- Jayasinghe, J. A. S. C. (2022). "The Influence of Green Packaging, Green Campaigns and Green Attitude on Green Behavioural Intentions of Consumers: Evidence from Sri Lanka". *Colombo Journal of Multi-Disciplinary Research*.

- Jiuan, T. S., J. Wirtz, K. Jung, & K. A., Keng. (2001). Singaporeans' attitudes towards work, pecuniary adherence, materialism, feminism, environmental consciousness, and media credibility. *Singapore Management Review*.
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *Journal Elsevier*.
- Junaedi, S.M.F. (2005). Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan. *Benefit Jurnal Manajemen dan Bisnis*.
- Katadata. (2021). 5 Alasan Konsumen Belanja Produk Ramah Lingkungan. <https://databoks.katadata.co.id/datapublish/2021/08/24/5-alasan-konsumen-belanja-produk-ramah-lingkungan>
- Katadata. (2021). 6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat. <https://databoks.katadata.co.id/datapublish/2021/08/24/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Khadka, K., & Maharjan, S. (2017). Customer Satisfaction and Customer Loyalty. *Centria Univeristy of Applied Sciences*.
- Khuhro, Quraishi., Humayon, Yasin., & Javed (2015). Relevance, Confusion, Entertainment and Skepticism towards advertising *International Journal of Economics, Commerce and Management, United Kingdom. Vol. III*.
- Kim, M. S., & Stepchenkova, S. (2020). Altruistic values and environmental knowledge as triggers of pro-environmental behaviour among tourists. *Current Issues in Tourism. Routledge*. <https://doi.org/10.1080/13683500.2019.1628188>.
- Kotchen, M.J., & Reiling, S.D. (2000). Environmental Attitudes, Motivations, and Contingent Valuation of Nonuse Values: A Case Study Involving Endangered Species. *Ecological Economics*.
- Kotler, Philip. (2012). *Manajemen Pemasaran Edisi 13, Bahasa Indonesia Jilid 1 dan 3 Cetakan*. Jakarta: Rajawali
- Kumar, A., Lee, H.J. & Kim, Y.K. (2009) Indian Consumers' Purchase Intention toward a United States versus Local Brand. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2008.06.018>
- L. Fraccascia, I. Giannoccaro., & V. Albino. (2018). "Green product development: What does the country product space imply?". *J. Clean. Prod*.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*.

- Leonidou, C., & Skarmeas, D. (2015). Gray Shades of Green: Causes and Consequences of Green Skepticism. *Journal of Business Ethics*, 144(2), pp.401-415.
- Leonidou, C., Katsikeas, C. & Morgan, N. (2012). "Greening" the marketing mix: do firms do it and does it pay off?. *Journal of the Academy of Marketing Science*.
- Ling-ye, Li. (1997), "Effect of Collectivist Orientation and Ecological Attitude on Actual Environmental Commitment: The Moderating Role of Consumer Demographics and Product Involvement," *Journal of International Consumer Marketing*, Vol.
- Mishal, Aditi., *et al.* (2017). "Dynamics of environmental consciousness and green purchase behaviour: an empirical study." *International Journal of Climate Change Strategies and Management*.
- Morel, Kaj PN., & Ad Th H. Pruyn. (2003). "Consumer skepticism toward new products." *ACR European Advances*.
- Murray, K.B. (1991) A Test of Service Marketing Theory: Consumer Information Acquisition Activities. *Journal of Marketing*.
<http://dx.doi.org/10.2307/1252200>
- Nazir, Moh. (2005). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Nguyen, T. T. H., Yang, Z., Nguyen, N., Johnson, L. W., & Cao, T. K. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability* (Switzerland).
<https://doi.org/10.3390/su11092653>
- Nielsen. (2018). *Sustainable Shoppers Buy the Change They Wish to See in The World*.
<https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-sustainable-shoppers-report-2018.pdf>
- Nulufi, K., & Murwatiningsih (2015), *Minat Beli Sebagai Mediasi Pengaruh Citra Merek dan sikap konsumen terhadap keputusan pembelian Batik di Pekalongan*. Pekalongan.
- Obermiller, C., & Spangenberg, E. R. (1998). Development of a scale to measure consumer skepticism toward advertising. *Journal of Consumer Psychology*.
https://doi.org/10.1207/s15327663jcp0702_03
- Obermiller, Carl, & Eric R. Spangenberg (1998), "Development of a Scale to Measure Consumer Skepticism Toward Advertising". *Journal of Consumer Psychology*.

- Pankaj, K.A. & Vishal, K.L. (2014). Consumer adoption of green products and their role in resource management. *Indian Journal of Commerce & Management Studies*.
- Pereira, Daniel., Ni Gusti Ketut Giantari, & I. Putu Gede Sukaatmadja. (2016). "Pengaruh service quality terhadap satisfaction dan customer loyalty Koperasi Dadirah di Dili Timor-Leste". *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*.
- Polonsky, M. (1999) Green leaf Publishing Limited, Our common future, World Commission on Environment and Development.
- Prem, Shamdasani., Gloria Ong Chon-Lin, & Daleen Richmond (1993). "Exploring Green Consumers in an Oriental Culture: Role of Personal and Marketing Mix Factors", in *NA - Advances in Consumer Research Volume 20*, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research.
- Pudaruth, S., Juwaheer, T.D., & Seewoo, Y.D. (2015), "Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers", *Social Responsibility Journal*.
- Purboyo, Purboyo, *et al.* (2022). "How Environment knowledge, Social Influences, and Attitude Impact the Millenial Generation's Purchase Intention in Green Products Through Attitude?". *International Journal of Science, Technology & Management*.
- Rahnama, Hassan., & Shayan Rajabpour. (2017). "Identifying effective factors on consumers' choice behavior toward green products: the case of Tehran, the capital of Iran." *Environmental Science and Pollution Research*.
- Rai, A. K. (2013). *Customer Relationship Management: Concept and Cases*. Delhi: PHI Learning Private Limited.
- Rambat, Lupiyoadi., & A. Hamdani. (2006). *Manajemen Pemasaran*. Edisi Kedua. Jakarta; Salemba Empat.
- Rashid, Nik Ramli Nik Abdul, Kamaruzaman Jusoff, & Kamsol Mohamed Kassim. (2009). "Eco-labeling perspectives amongst Malaysian consumers". *Canadian social science*.
- Research and Market. (2021). *Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027*. <https://www.researchandmarkets.com/reports/5530342/oleochemicals-market-global-industry-trends#cat-pos-1>

- Ridwan, M., D.H, A. F., & Bafadhal, A. S. (2018). Pengaruh Green Product, Green Advertising Dan Green Brand Terhadap Keputusan Pembelian (Survei pada Mahasiswa Jurusan Ilmu Administrasi Bisnis Angkatan 2013/2014 dan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya Konsumen Air Minum Kemasan Me. *Jurnal Administrasi Bisnis*.
- Ritter, Alex T., *et al.* (2015). "Actin depletion initiates events leading to granule secretion at the immunological synapse". *Immunity*.
- Robbins, Stephen P. (2001). *Perilaku Organisasi Konsep, Kontroversi, Aplikasi*. Edisi Bahasa Indonesia. Jakarta: PT. Prenhallindo.
- Salam, Muhammad Talha, Katherine Taken Smith, & Faria Mehboob. (2021). "Purchase intention for green brands among Pakistani millennials." *Social Responsibility Journal*.
- Salehi, S., Telešienė, A., & Pazokinejad, Z. (2021). Socio-Cultural Determinants and the Moderating Effect of Gender in Adopting Sustainable Consumption Behavior among University Students in Iran and Japan. *Sustainability*.
- Sanchez, Manuel Jimenez & Regina Lafuente. (2010). Defining and Measuring Environmental Consciousness. *Revista Internacional de Sociologia (RIS)*.
- Santoso, Imam & Rengganis Fitriyani. (2016). *Green Packaging, Green Product, Green Advertising, Persepsi, Dan Minat Beli Konsumen*. Jur. Ilm. Kel. & Kons.
- Sekaran, Uma & Roger Bougie, (2017), *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*, Edisi 6, Buku 2, Salemba Empat, Jakarta Selatan.
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*. <https://doi.org/10.1108/MD-10-2018-1092>
- Sharma, K., & Bansal, M. (2013), "Environmental consciousness, its antecedents and behavioural outcomes". *Journal of Indian Business Research*.
- Sharma, K., & Bansal, M. (2013). Environmental consciousness, its antecedents and behavioural outcomes. *Journal of Indian Business Research*.
- Silva, Minelle E., *et al.* (2020). "Exploring nuances of green skepticism in different economies." *Marketing Intelligence & Planning*.
- Singh, Narendra & Gupta, Karnika (2013), "Environmental Attitude and Ecological Behaviour of Indian consumers", *Social Responsibility Journal*.

- Susila, B., Sumarwan, U. & Kirbrandoko. (2014). Analisis kepuasan konsumen terhadap brand switching behavior minuman teh dalam kemasan. *Jurnal Ilmu Keluarga dan Konsumen*.
- Sutha, Irin., & Solomon Thangadurai. (2016). Consumer Attitude and Purchase Intension Towards Organic Food.
- Taghizadeh, H., Taghipourian, M. & Khazaei, A. (2013). The Effect of Customer Satisfaction on Word of Mouth Communication. *Research Journal of Applied Sciences, Engineering and Technology*.
- Tao, F. F. (2014). Customer Relationship Management Based on Increasing Customer Satisfaction. *International Journal of Business and Social Science*.
- Tatik Suryani, (2013). Perilaku Konsumen di era Internet “Implikasinya pada Strategi pemasaran”. Edisi pertama. Yogyakarta: Graha Ilmu.
- Tenenhaus M, Amato S, Esposito Vinzi V. (2004) A global goodness-of-fit index for PLS structural equation modelling. In: Proceedings of the XLII SIS scientific meeting.
- Utami, N. P. E. W., & Puja, I. M. S. (2021). Pengaruh Citra Koperasi, Kepercayaan Dan Kualitas Pelayanan Terhadap Kepuasan Anggota Koperasi Serba Usaha Wahyu Artha Sedana Di Gianyar. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*.
- Vlachos, Vasileios A., & Aristidis Bitzenis. (2016). "Tax compliance of small enterprises in Greece".
- Wang, H., Ma, B. & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention?. *Sustainability*.
- Waskito, & Sujadi. (2013). Model peningkatan pembelian konsumen terhadap produk hijau. *Benefit*.
- Waskito, J., & Witono, B. (2016). Model Meningkatkan Niat Beli Produk Hijau: Sebuah Pendekatan Strategik. *Jurnal Ekonomi Dan Bisnis*.
- Wu, Shwu Ing., & Yen Jou Chen. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*.
- Yazdanifard, Rashad., & Igbazua Erdoo Mercy. (2011). The Impact of Green Marketing on Consumer Satisfaction and Environmental Safety. *Internasional Conference on Computer Communication and Management*.
- Zarei, A. & Maleki, F. (2018) ‘Asian medical marketing, a review of factors affecting Asian medical tourism development’, *Journal of Quality*

Assurance in Hospitality and Tourism. Routledge. doi:
10.1080/1528008X.2018.1438959.

Zelezny, L.C. & P.W. Schultz. (2000) Promoting Environmentalism. Journal of
Social Issues.