

DAFTAR PUSTAKA

- Akturan, U. (2018). How does greenwashing affect green branding equity and purchase intention? An empirical research. *Marketing Intelligence and Planning*, 36(7), 809–824. <https://doi.org/10.1108/MIP-12-2017-0339>
- Armenia, M. (2023). *ANTESEDEN DAN KONSEKUENSI GREEN BRAND EQUITY*.
- Avcilar, M. Y., & Demirgunes, B. K. (2016). Developing Perceived Greenwash Index and Its Effect on Green Brand Equity: A Research on Gas Station Companies in Turkey. *International Business Research*, 10(1), 222. <https://doi.org/10.5539/ibr.v10n1p222>
- Avoskin. (2020). *Avoskin Beauty*. Avoskin Beauty. <https://www.avoskinbeauty.com/about-us>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- 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. https://doi.org/10.1007/s10551-012-1360-0*
- 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 (Switzerland), 9(4)*. <https://doi.org/10.3390/su9040654>
- Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland), 7(8)*, 10135–10152. <https://doi.org/10.3390/su70810135>
- Chen, Y.-S., Tien, W.-P., Lee, Y.-I., & Tsai, M.-L. (2016). Greenwash and Green Brand Equity. *Technology Management for Social Innovation*.
- Cherry, M. A., & Sneirson, J. F. (2012). *Chevron, Greenwashing, and the Myth of “Green Oil Companies.”* <http://ssrn.com/abstract=1953329>
- Ch Manongko, A. A., Mononutu -Minahasa Utara, J. A., & Pos, K. (2018). *Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behavior)* Penerbit: Yayasan Makaria Waya.
- Compas. (2020). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Compas.Co.Id. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Desty, M., & Kurniawati. (2023). DAMPAK DARI GREEN MARKETING TERHADAP GREENWASHING, GREEN CONFUSION, DAN GREEN

- BRAND EQUITY PADA PERUSAHAAN FAST FOOD. *Jurnal Ekonomi Trisakti*, 3(1), 989–998. <https://doi.org/10.25105/jet.v3i1.15592>
- Dewanti, T. (2018). Pengaruh Green Brand Image terhadap Green Trust Serta Implikasinya Terhadap Green Purchase Intention pada Calon Konsumen Lush Fresh Handmade Cosmetic di Indonesia. *Jurnal Administrasi Bisnis*.
- Ekawati, N., Kertiyyasa, N., Giantari, G., & Sariyathi, N. (2017). Ecopreneurship and Green Innovation for the Success of New Spa Products. *Journal of Business and Retail Management Research*, 11(3).
- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Penerbit BP Undip.
- Hameed, I., Hyder, Z., Imran, M., & Shafiq, K. (2021). Greenwash and green purchase behavior: an environmentally sustainable perspective. *Environment, Development and Sustainability*, 23(9), 13113–13134. <https://doi.org/10.1007/s10668-020-01202-1>
- Ha, M. T. (2022). Greenwash and green brand equity: The mediating role of green brand image, green satisfaction, and green trust, and the moderating role of green concern. *PLoS ONE*, 17(11 November). <https://doi.org/10.1371/journal.pone.0277421>
- Ha, M. T., Ngan, V. T. K., & Nguyen, P. N. D. (2022). Greenwash and green brand equity: The mediating role of green brand image, green satisfaction and green trust and the moderating role of information and knowledge. *Business Ethics, Environment and Responsibility*. <https://doi.org/10.1111/beer.12462>

- Hartmann, P., & Apaolaza Ibáñez, V. (2006). Green value added. *Marketing Intelligence & Planning*, 24(7), 673–680.
<https://doi.org/10.1108/02634500610711842>
- Islam, D., Ekonomi, F., & Bisnis, D. (2018). *TINJAUAN PENERAPAN KONSEP GREEN MARKETING DALAM PELESTARIAN LINGKUNGAN*. 11(1), 10–18. <http://journal.trunojoyo.ac.id/pamator>
- Kotler, P., & Armstrong, G. (2019). *Prinsip-Prinsip Pemasaran* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. (2016a). *Manajemen Pemasaran* (14th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016b). *Marketing Management: Vol. 15/e*.
- Krishna, A., Osiyo, M., & Semuel, H. (2018). *PADA STARBUCKS COFFEE MALANG*.
- Kusumayani, M. H., & Warmika, I. G. K. (2022). Antecedents and Consequences of Brand Equity on Repurchase Intention of Beauty Salon Consumers. *European Journal of Business and Management Research*, 7(3), 344–346.
<https://doi.org/10.24018/ejbmr.2022.7.3.1427>
- Lam, A. Y. C., 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*, 12(1), 47–60. <https://doi.org/10.7903/cmr.13842>

Mahendra, I. M. G., & Sulistyawati, E. (2017). PENGARUH GREEN BRAND IMAGE DAN GREEN PERCEIVED VALUE TERHADAP GREEN TRUST DAN GREEN BRAND EQUITY. *E-Jurnal Manajemen Unud*, 6.

Nguyen, N. T. H., & Nguyen, D. T. N. (2018). *Impacts of green marketing on the green brand image and equity in banking sector*.

Nikmah, F., Hidayat, C. W., Hasan, H., Sidanti, H., Ulya, I., Samboro, J., Dwi, J., Nur, P. M., Maskur, S., Feri, R., Shinta, W., Trivena, M., Nurfauzih, S., & Realita Penerbit, T. N. (2021). *Strategi Organisasi Bisnis Di Era Transformasi Digital Penulis*. www.polinemapress.org

Pancić, M., Serdarušić, H., & Ćučić, D. (2023). Green Marketing and Repurchase Intention: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability (Switzerland)*, 15(16). <https://doi.org/10.3390/su151612534>

Pratama, I. G. A. D., & Wardana, I. M. (2018). THE EFFECTS OF BRAND EQUITY ON REPURCHASE INTENTION: A CASE STUDY AT BALI BANYUATIS. *Russian Journal of Agricultural and Socio-Economic Sciences*, 82(10), 31–37. <https://doi.org/10.18551/rjoas.2018-10.03>

Qayyum, A., Jamil, R. A., & Sehar, A. (2022). Impact of green marketing, greenwashing and green confusion on green brand equity. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-03-2022-0032>

Sekaran, U. (2017). *Metode Penelitian untuk Bisnis*. Karya Salemba Empat.

- Sharma, N., Paço, A., & Kautish, P. (2022). The impact of eco-innovation on green buying behaviour: the moderating effect of emotional loyalty and generation. *Management of Environmental Quality: An International Journal*, 33(4), 1026–1045. <https://doi.org/10.1108/MEQ-11-2021-0267>
- Siddique, Md. Z. R., & Hossain, A. (2018). Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decision in Bangladesh. *Journal of Sustainable Development*, 11(3), 9. <https://doi.org/10.5539/jsd.v11n3p9>
- Silva, M. E., Sousa-Filho, J. M. de, Yamim, A. P., & Diógenes, A. P. (2020). Exploring nuances of green skepticism in different economies. *Marketing Intelligence and Planning*, 38(4), 449–463. <https://doi.org/10.1108/MIP-10-2018-0435>
- Simamora, H. (2007). *Manajemen Pemasaran internasional*. Rhineka Cipta.
- SIPSN. (2023). *CAPAIAN KINERJA PENGELOLAAN SAMPAH*. Kementerian Lingkungan Hidup Dan Kehutanan Direktorat Jenderal Pengelolaan Sampah, Limbah Dan B3 Direktorat Penanganan Sampah. <https://sipsn.menlhk.go.id/sipsn/>
- Sudita, N. P. C. R., & Ekawati, N. W. (2018). PENGARUH GREEN PERCEIVED VALUE TERHADAP GREEN REPURCHASE INTENTIONYANG DIMEDIASI OLEH GREEN TRUST. *Jurnal Manajemen*, 7(11).
- Sugiyono. (2019). *Metode Penelitian Kuantitaif, Kualitatif dan R & D*. Alfabeta.

- Syauki, W. R., Ayu, D., & Avina, A. (2020). Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran. *Jurnal Manajemen Komunikasi*, 4(2).
- TechnoBusiness. (2020, October 30). *Spire Insight: Potensi Pasar Kosmetik Indonesia*. TechnoBusiness. <https://technobusiness.id/insight/ys-insights/2020/10/30/spire-insight-potensi-pasar-kosmetik-indonesia/>
- Valencia, D., Sihombing, S. O., & Mien, M. (2021). PENGARUH GREENWASHING TERHADAP EKUITAS MERERK DAN NIAT PEMBELIAN: SUATU STUDI EMPIRIS. *Jurnal Manajemen*, 18(1), 33–52. <https://doi.org/10.25170/jm.v18i1.2226>
- Wahyuningsih, Y., Pratisti, C., De Yusa, V., & Paramitasari, N. (2022). Perspektif Green Packaging Dan Green Advertising Dalam Mengkonsumsi AMDK. *Seminar Nasional Hasil Penelitian Dan Pengabdian Masyarakat*.
- Waris, I., & Hameed, I. (2020). An empirical study of consumers intention to purchase energy efficient appliances. *Social Responsibility Journal*, 17(4), 489–507. <https://doi.org/10.1108/SRJ-11-2019-0378>
- Yang, S. P., Chang, S. C., Liang, T. C., Situmorang, R. O. P., & Hussain, M. (2021). Consumer confusion and green consumption intentions from the perspective of food-related lifestyles on organic infant milk formulas. *Sustainability (Switzerland)*, 13(4), 1–16. <https://doi.org/10.3390/su13041606>