

DAFTAR PUSTAKA

- Ahmad, B., & Akbar, M. I. U. D. (2021). Validating a multidimensional perspective of relationship marketing on brand attachment, customer loyalty and purchase intentions: A serial mediation model. *Journal of Strategic Marketing*, 1–24. <https://doi.org/10.1080/0965254X.2021.1969422>
- ANTARA. (2023). *The Body Shop Indonesia serahkan donasi untuk teman disabilitas*. <https://www.antaraneews.com/berita/3696573/the-body-shop-indonesia-serahkan-donasi-untuk-teman-disabilitas>
- Apostolopoulos, N., Kakouris, A., Liargovas, P., Petropoulos, D. P., & Anastasopoulou, E. (2023). Agri-food enterprises and relationship marketing during COVID-19: A primary data research through commitment–trust theory. *Journal of International Food & Agribusiness Marketing*, 1–20. <https://doi.org/10.1080/08974438.2023.2183300>
- Ardiyanto, T., Madiawati, P., & Rubiyanti, N. (n.d.). The influence of green product, perceived quality, and perceived price on purchase intention through brand image: A case study on Wuling electric vehicles. *IRJEMS*. <https://irjems.org/irjems-v4i5p114.html>
- Badan Pengawas Obat dan Makanan. (2023). *Data pertumbuhan industri kosmetik Indonesia*. <https://www.pom.go.id>
- Badan Pusat Statistik. (2021). *Statistik industri manufaktur Indonesia 2021*. <https://www.bps.go.id>
- Badan Pusat Statistik. (2023). *Pertumbuhan industri kimia, farmasi, dan obat tradisional*. <https://www.bps.go.id>
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Brañes, L., Gamarra, M. F., Guillén, K., & Chamorro, M. R. (2025). Avoiding greenwashing through the application of effective green marketing: The case of hospitality industry in Lima City—Peru. *Sustainability*, 17(17), 7605. <https://doi.org/10.3390/su17177605>
- Ch, T. R., Awan, T. M., Malik, H. A., & Fatima, T. (2021). Unboxing the green box: An empirical assessment of buying behavior of green products. *World Journal of Entrepreneurship, Management and Sustainable Development*. <https://doi.org/10.1108/WJEMSD-12-2020-0169>

- Chandran, S. (2025). Eco-friendly finance: The role of green CSR, green processes, and green products in enhancing brand trust and brand image. *Environment, Development and Sustainability*, 27, 29019–29046. <https://doi.org/10.1007/s10668-024-05748-2>
- 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. (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., & Chang, C.-H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114, 489–500. <https://doi.org/10.1007/s10551-012-1360-0>
- Dai, J., & Sheng, G. (2022). Advertising strategies and sustainable development: The effects of green advertising appeals and subjective busyness on green purchase intention. *Business Strategy and the Environment*, 31(7), 3421–3436. <https://doi.org/10.1002/bse.3092>
- Dangelico, R. M., & Pontrandolfo, P. (2010). From green product definitions and classifications to the green option matrix. *Journal of Cleaner Production*, 18(16–17), 1608–1628. <https://doi.org/10.1016/j.jclepro.2010.07.007>
- Dangelico, R. M., Ceccarelli, G., & Fraccascia, L. (2024). Consumer behavioral intention toward sustainable biscuits: An extension of the theory of planned behavior with product familiarity and perceived value. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3774>
- Dawes, J. (2023). Patterns of buyer behavior and brand metrics in a “high loyalty” category: Liquor. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.2198>

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*, 14(3), 187–196. <https://doi.org/10.1108/10610420510601058>
- Ewe, S. Y., & Tjiptono, F. (2023). Green behavior among Gen Z consumers: Eco-friendly versus non-eco-friendly products. *Journal of Retailing and Consumer Services*, 71, 103191. <https://doi.org/10.1108/YC-06-2022-1533>
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(6), 101–109.
- Geyer, R., Jambeck, J. R., & Law, K. L. (2017). Production, use, and fate of all plastics ever made. *Science Advances*, 3(7), e1700782. <https://doi.org/10.1126/sciadv.1700782>
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hameed, Z., Hyder, M., 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>
- Hammond. (n.d.). The effect of perceived greenwashing on consumer trust and brand loyalty. SSRN. <https://doi.org/10.2139/ssrn.5575370>
- Harisandi, P., Yahya, A., Chandra, D., Windi, & Sagala, A. (2025). Greening the customer mindset: Pathways from eco-friendly practices to purchase decisions through sustainable branding, brand equity, and brand attitude: A case study of electric motorcycle consumers. *FIRM Journal of Management Studies*, 10(1).
- Hashish, E. A., Kandil, A. M., & Hassan, M. M. (2022). Green perceived quality and customers' green behavioral intentions: Evidence from green hotels. *Journal of Hospitality and Tourism Management*, 51, 200–210.
- Hua, Z., Huang, M., & Li, Q. (2025). The role of green self-identity in shaping consumer loyalty and repurchase intentions: A moderated mediation model in green marketing. *Asia Pacific Journal of Marketing and Logistics*, 1–20. <https://doi.org/10.1108/apjml-04-2025-0629>

- 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>
- Huyen, N. T. L., Nguyen, N. M., & Thao, C. A. (2024). The effect of social media marketing activities dimensions on value co-creation behavior: An application of the commitment–trust theory. *Innovative Marketing*, 20(3), 56–69. [https://doi.org/10.21511/im.20\(3\).2024.05](https://doi.org/10.21511/im.20(3).2024.05)
- Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2019). Do customer perceptions of corporate services brand ethicality improve brand equity? *Journal of Business Ethics*, 154(3), 1–20. <https://doi.org/10.1007/s10551-017-3455-0>
- Indonesia.go.id. (2019). *Darurat sampah plastik di Indonesia*. <https://indonesia.go.id>
- Intergovernmental Panel on Climate Change. (2023). *Climate change 2023: Synthesis report*. <https://www.ipcc.ch/report/ar6/syr/>
- Jabeen, R., Khan, K. U., Zain, F. U., & Atlas, F. (2023). Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; The mediating role of green brand image. *Business Strategy and Development*. <https://doi.org/10.1002/bsd2.258>
- 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>
- Kamalanon, P., Chen, J., & Le, T.-T.-Y. (2022). Why do we buy green products? An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, 14(2), 689. <https://doi.org/10.3390/su14020689>
- Kewakuma, A. S. V., Rofiaty, R., & Surachman, S. (2021). The effect of green marketing strategy on customer loyalty mediated by brand image. *Jurnal Bisnis: Teori dan Implementasi*, 12(2), 155–168. <https://journal.umy.ac.id/index.php/bti/article/view/10691>
- Kline, R. B. (2016). *Principles and practice of structural equation modeling* (4th ed.). Guilford Press.
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>

- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kumagai, K. (2025). Contradictory mechanism of consumers' sustainable product evaluation: Brand equity through a brand-based comparative approach. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-11-2024-1597>
- Leonidou, C. N., Leonidou, L. C., Fotiadis, T. A., & Zeriti, A. (2013). Resources and capabilities as drivers of hotel environmental marketing strategy. *Tourism Management*, 35, 94–110. <https://doi.org/10.1016/j.tourman.2012.06.003>
- Libiran, J. C., et al. (2024). The role of purchase behavior in consumers' intent to revisit and recommend coffee shops in Manila: A mediation analysis. *Journal of Business and Management Studies*, 6(5), 23–32. <https://doi.org/10.32996/jbms.2024.6.5.4>
- Liu, S.-F., Lee, H.-C., & Lien, N.-H. (2021). Do fast fashion consumers prefer foreign brands? The moderating roles of sensory perception and consumer personality on purchase intentions. *Asia-Pacific Management Review*, 26(2), 103–111. <https://doi.org/10.1016/j.apmr.2020.09.001>
- Liu, X., Kim, T., & Lee, M. (2025). The impact of green perceived value through green new products on purchase intention: Brand attitudes, brand trust, and digital customer engagement. *Sustainability*, 17(9), 4106. <https://doi.org/10.3390/su17094106>
- Lopes, J., Pinho, M., & Gomes, S. (2023). From green hype to green habits: Understanding the factors that influence young consumers' green purchasing decisions. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3602>
- Mai, K. N., Nhan, D. H., & Nguyen, P. T. M. (2023). Empirical study of green practices fostering customers' willingness to consume via customer behaviors: The case of green restaurants in Ho Chi Minh City of Vietnam. *Sustainability*, 15(5), 4263. <https://doi.org/10.3390/su15054263>
- 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>
- Martínez, P., & del Bosque, I. R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89–99. <https://doi.org/10.1016/j.ijhm.2013.05.009>

- Media Indonesia. (2023). *WeCare.id dan Yayasan Kaki Kita Sukasada terima donasi The Body Shop Indonesia*. <https://mediaindonesia.com/humaniora/610430/wecareid-dan-juga-yayasan-kaki-kita-sukasada-terima-donasi-the-body-shop-indonesia>
- Meet, R. K., Kundu, N., & Ahluwalia, I. S. (2023). Does sociodemographic, greenwashing, and marketing mix factors influence Gen Z purchase intention towards environmentally friendly packaged drinks? Evidence from emerging economy. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2023.140357>
- Mehraj, D., & Qureshi, I. H. (2022). Does green brand positioning translate into green purchase intention? A mediation–moderation model. *Business Strategy and the Environment*, 31(7), 3166–3181. <https://doi.org/10.1002/bse.3069>
- Morea, D., Perin, M. G., Kolling, C., de Medeiros, J. F., & Ribeiro, J. L. D. (2023). Environmental product innovation and perceived brand value: The mediating role of ethical-related aspects. *Sustainability*. <https://doi.org/10.3390/su151410996>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment–trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment–trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Mukhopadhyay, S., Chauhan, S., & Mishra, S. (2023). Consumer patronage in omnichannel retailing and the moderating impact of culture: A MetaSEM review. *Journal of Strategic Marketing*, 1–17. <https://doi.org/10.1080/0965254X.2023.2229331>
- Munandar, J., & Zataisma, B. (2021). Important factors influencing consumers planned purchase behavior of SMEs foodservices business: Case study Taichan's Satay. <https://doi.org/10.4108/EAI.14-9-2020.2304904>
- Munten, P., & Vanhamme, J. (2023). To reduce waste, have it repaired! The quality signaling effect of product repairability. *Journal of Business Research*, 156, 113457. <https://doi.org/10.1016/j.jbusres.2022.113457>
- Nguyen-Viet, B., Tran, C. T., & Ngo, H. T. (2024). Corporate social responsibility and behavioral intentions in an emerging market: The mediating roles of green brand image and green trust. *Cleaner and Responsible Consumption*. <https://doi.org/10.1016/j.clrc.2024.100170>

- OECD. (2022). *Global plastics outlook: Economic drivers, environmental impacts and policy options*. <https://doi.org/10.1787/de747aef-en>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44. <https://doi.org/10.1177/00222429990634s105>
- Oluwajana, D., Adeshola, I., & Olowu, G. (2021). Do the customer relationship benefits influence expectation of continuity? Adoption of social customer relationship management to promote eco-friendly products. *Journal of Public Affairs*, 22(S1). <https://doi.org/10.1002/pa.2701>
- Ottman, J. A. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Papista, E., & Dimitriadis, S. (2019). Consumer–green brand relationships: Revisiting benefits, relationship quality and outcomes. *Journal of Business Research*, 98, 64–74. <https://doi.org/10.1016/j.jbusres.2018.12.024>
- Peattie, K. (1995). *Environmental marketing management: Meeting the green challenge*. Pitman Publishing.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/G31210177>
- Prakash, A. (2002). Green marketing, public policy and managerial strategies. *Business Strategy and the Environment*, 11(5), 285–297. <https://doi.org/10.1002/bse.338>
- Rastogi, T., Agarwal, B., & Gopal, G. (2024). Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2024.140808>
- Sandra, N., & Alessandro, P. (2021). Consumers' preferences, attitudes and willingness to pay for bio-textile in wood fibers. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2020.102304>
- Sarmad, M., Khan, M. A., & Rehman, Z. U. (2024). Consumer responses to eco-friendly product claims: The role of green brand reputation. *Journal of Consumer Behaviour*, 23(1), 89–104. <https://doi.org/10.56536/ijmres.v14i4.714>
- Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior* (12th ed.). Pearson Education.

- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.
- Shang, W., Zhu, R., Liu, W., & Liu, Q. (2024). Understanding the influences on green purchase intention with moderation by sustainability awareness. *Sustainability*, *16*(11), 4688. <https://doi.org/10.3390/su16114688>
- 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*, *15*(6), 5445. <https://doi.org/10.3390/su15065445>
- Sistem Informasi Pengelolaan Sampah Nasional. (2024). *Data timbulan sampah nasional 2024*. <https://sipsn.menlhk.go.id>
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, *13*(3), 156–167. <https://doi.org/10.1108/10610420410538050>
- Srivastava, N., & Mittal, A. (2025). The influence of green communication tools on green purchase intention: Mediating role of perceived eco-friendly brand and green consumption value. *Strategy & Leadership*. <https://doi.org/10.1108/SL-04-2025-0067>
- Steffl, J., Ganassali, S., & Emes, J. (2024). Hybrid product branding strategies for brand value creation: Combining and comparing green product innovations, limited editions and co-branding. *Journal of Product & Brand Management*. <https://doi.org/10.1108/jpbm-04-2023-4472>
- Sugiyono. (2015). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: The effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, *171*(4), 719–739. <https://doi.org/10.1007/s10551-020-04461-0>
- Tacardon, E. R., Ong, A. K. S., & Gumasing, M. J. J. (2023). The perception of food quality and food value among the purchasing intentions of street foods in the capital of the Philippines. *Sustainability*. <https://doi.org/10.3390/su151612549>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H. K., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, *14*(10), 5939. <https://doi.org/10.3390/su14105939>

- Thamara, S. D., Septiyanti, F. M., & Wildan, M. A. (2025). Systematic literature review: The role of green marketing in strengthening brand image. *Journal of Finance and Business Digital*, 4(2), 509–516. <https://doi.org/10.55927/jfbd.v4i2.221>
- The Body Shop International. (2022). *Sustainability and community fair trade report*. <https://www.thebodyshop.com/en-gb/about-us>
- The Body Shop. (2022). *Refill programme and sustainability initiatives*. <https://www.thebodyshop.com>
- The Body Shop. (2023). *Sustainability report 2023*. The Body Shop International.
- The Jakarta Post. (2024). *Plastic waste from beauty products remains major concern*. <https://www.thejakartapost.com>
- Tosun, P., & Tosun, G. (2023). The impact of servitization on perceived quality, purchase intentions and recommendation intentions in the ready-to-wear sector. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/jfmm-09-2022-0198>
- Tran, N. K. H. (2023). Enhancing green brand equity through environmental reputation: The importance of green brand image, green brand trust, and green brand loyalty. *Business Strategy and Development*, 6(2), 250–263. <https://doi.org/10.1002/bsd2.294>
- Tu, J.-C., Liu, W.-C., & Yang, C. (2024). Perceived greenwashing and its impact on the green image of brands. *Sustainability*, 16(20), 9009. <https://doi.org/10.3390/su16209009>
- Verru, S., Ponduri, S. B., & Kumar, V. (2025). Green marketing strategies and brand image: Examining the influence of environmental commitment, consumer perceived value, green brand communication, and ethical sourcing in FMCG. *EPRA International Journal of Economic Growth and Environmental Issues*, 24–35. <https://doi.org/10.36713/epra21148>
- Walsh, G., Beatty, S. E., & Shiu, E. M. K. (2009). The customer-based corporate reputation scale: Replication and short form. *Journal of Business Research*, 62(10), 924–930. <https://doi.org/10.1016/j.jbusres.2007.11.018>
- Watson, A. E., Perrigot, R., & Dada, O. (2023). The effects of green brand image on brand loyalty: The case of mainstream fast food brands. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3523>
- Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase

- behavior of organic food products. *Review of Integrative Business and Economics Research*, 3, 378–397.
- Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention. *Management Decision*, 52(2), 1–19.
- Yang, K. W., Bu, H., Huang, R., & Liu, M. T. (2024). How green marketing practices improve customer loyalty: The mediating role of green corporate image and the moderating role of green self-identity in the new energy vehicle market. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-01-2024-0095>
- Yang, Q., Hayat, N., Mamun, A. A., Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *PLOS ONE*, 17(3), e0264899. <https://doi.org/10.1371/journal.pone.0264899>
- Yuan, M. (2024). The role of green marketing in enhancing corporate brand image: Tesla. *Highlights in Business, Economics and Management*, 46, 131–137. <https://doi.org/10.54097/bzq9zq31>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zhang, J., Islam, M. S., Jambulingam, M., Lim, W. M., & Kumar, S. (2023). Leveraging environmental corporate social responsibility to promote green purchases: The case of new energy vehicles in the era of sustainable development. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2023.139988>
- Zhao, Z.-Y., Li, S., Peng, Q., & Chen, K. (2025). A novel perspective on green advertising: The interactive effect of message framing and advertising type on consumer's green purchase intention. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.70046>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). McGraw-Hill Education.