

DAFTAR PUSTAKA

- Aaker, D. A. (2013). *Brand equity and advertising: Advertising's role in building strong brands*. Psychology Press.
- Agyeman, C. M. (2014). *Consumer's Buying Behavior towards Green Products: An Exploratory Study*. International Journal of Management Research and Business Strategy, 3(1), 188–197.
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. In J. Kuhl & J. Beckmann (Eds.), *Action Control* (pp. 11-39). Springer.
- Angeline, EM. (2015). *Hubungan Green Marketing Terhadap Pilihan Konsumen (Studi Kasus Pada The Body Shop Manado)*. Jurnal Ekonomi.
- 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.
- 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>
- Fahrizal, A.M. (2024). *Pengaruh Green Marketing Dan Kesadaran Lingkungan Terhadap Minat Beli Produk Hijau Pada Konsumen Starbucks Coffee Di Kota Makassar*
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford University Press.
- Griffin, J. (1995). *Customer loyalty: How to earn it, how to keep it*. Jossey-Bass Publishers.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (Edisi 8). Semarang: Badan Penerbit Universitas Diponegoro.
- Hariyadi, G. T., Purwanto, Isnanto, R. R., Wibowo, A., & Warsito, B. (2021). *Prediction of Consumer Purchase Intention on Green Product. Proceedings - 2021 International Seminar on Application for Technology of Information and Communication: IT Opportunities and Creativities for Digital Innovation and Communication within Global Pandemic*, ISemantic 2021, 268–272. <https://doi.org/10.1109/iSemantic52711.2021.9573204>
- Hasan, M., Shamsudin, M. F., & Johari, J. (2016). The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Green Purchase Intention: A Study of Malaysian Consumers. *Journal of Consumer Studies*, 37(6), 624-631.
- A. (2019). *Pengaruh Green Marketing Dan Brand Image Terhadap Loyalitas Pelanggan*. E-Jurnal Manajemen, Vol. 8, No. 8, 2019 :5267-5284



- Jusni, A. (2022). *Pengaruh Green Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Starbucks Coffee Di Kota Makassar*. J.A. Upe, A. Usman / Journal of Applied Business and Economic (JABE). Vol. 9, No.1, 1-14
- Keller, K. L. (2012). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education.
- 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.
- Khoiriyah, S. Toro, M. J. S. (2018). *Sikap Terhadap Produk Hijau Ketersediaan Membayar dan Niat Membeli*. Jurnal Internasional Bisnis Dan Masyarakat, 19, 620–628.
- Kotler, P. (2011). *Reinventing Marketing to Manage the Environmental Imperative*. Journal of
- Kotler, P., & Keller, K. L. (2016). *Marketing management*, edisi ke-15e. Penerbit: Pearson.
- Kusumawati, A., & Tiarawati, M. (2022). *Pengaruh Green Perceived Risk Dan Green Packaging Terhadap Green Purchase Intention Pada Produk Skincare Avoskin*. SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan, 1(10), 2071–2084.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2012). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503-520.
- Lin, P.-C., & Huang, Y.-H. (2012). The Influence Factors on Choice Behavior Regarding Green Products Based on the Theory of Planned Behavior. *Sustainability*, 4(5), 944–964. <https://doi.org/10.3390/su4050944>
- Leonidou, C. N., Leonidou, L. C., & Kvasova, O. (2013). Green marketing: Factors influencing customer satisfaction and loyalty. *Journal of Business Ethics*, 125(2), 179-201.
- McCarthy, J., Liu, H., & Felix, R. (2016). Green consumer loyalty: Examining the role of brand image and sustainability. *International Journal of Retail & Distribution Management*, 44(2), 293-312.
- Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. *Journal of Marketing*, 28(1), 10-20.



N., Leclerc, A., & LeBlanc, G. (2019). Loyalty toward organic products: The influence of trust, brand loyalty, and perceived health benefits. *Journal of Business Research*, 69(9), 3319-3327.

L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33-44.

- Ottman, J. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Berrett-Koehler Publishers.
- Peattie, K., & Crane, A. (2010). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357-370.
- Rizky, M. (2023). *Pengaruh Green Marketing, Citra Merek Dan Kualitas Produk Terhadap Loyalitas Pelanggan (Studi Kasus KFC Jamtos Jambi)*. JURNAL MANAJEMEN SOSIAL EKONOMI (DINAMIKA) VOL 3, No.2, pp. 01 - 15
- Suki, N. M. (2013). Green awareness effects on consumer purchase intention: Some insights from Malaysia. *International Journal of Consumer Studies*, 37(6), 624-631.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Edisi ke-20). Bandung: Alfabeta.
- Sharma, N., & Sharma, D. (2013). *Green marketing and its impact on consumer behavior in the emerging market*. *Journal of Business and Management*, 14(2), 15-21.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach* (8th ed.). John Wiley & Sons.
- Tandon, A., Jhamb, D., & Rana, S. (2020). Green marketing in the organic food industry: A review and future research agenda. *Sustainability*, 12(1), 35-42.
- Tsarenko, Y., Ferraro, C., Sands, S., & McLeod, C. (2013). *Environmentally conscious consumption: The role of retailers and peers as external influences*. *Journal of Retailing and Consumer Services*, 20(3), 302–310.
- Tsiotsou, R. H. (2015). The social aspects of consumption as predictors of consumer loyalty: Online vs offline services. *Journal of Service Management*, 26(4), 745-776. <https://doi.org/10.1108/JOSM-03-2015-0088>
- Zhu, Q., Sarkis, J., & Lai, K.-H. (2013). Institutional-Based Antecedents and Performance Outcomes of Internal and External Green Supply Chain Management Practices. *Journal of Purchasing and Supply Management*, 19(2), 106-117. <https://doi.org/10.1016/j.pursup.2012.12.001>

