

## DAFTAR PUSTAKA

- Agustin, D. R., Kumadji, S., & Yulianto, E. (2020). Pengaruh Green Marketing Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Survei Pada Konsumen Non-Member Tupperware Di Kota Malang). *Jurnal Administrasi Bisnis (JAB)|Vol, 22(2), 1–10.* <https://media.neliti.com/media/publications/85919-ID-pengaruh-green-marketing-terhadap-minat.pdf>
- Ahmad, S. Z., Abu Bakar, A. R., & Ahmad, N. (2019). Social media adoption and its impact on firm performance: the case of the UAE. *International Journal of Entrepreneurial Behaviour and Research, 25(1), 84–111.* <https://doi.org/10.1108/IJEER-08-2017-0299>
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology, 32(4), 665–683.* <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology and Health, 26(9), 1113–1127.* <https://doi.org/10.1080/08870446.2011.613995>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies, 2(4), 314–324.* <https://doi.org/10.1002/hbe2.195>
- Akbar, I. (2018). Pengaruh Relationship Marketing Dan Relationship Quality Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *Indonesian Journal Of Strategic Management, 1(1), 1–16.*
- Al-Nawafah, S., Al-Shorman, H., Aityassine, F., Khrisat, F., Hunitie, M., Mohammad, A., & Al-Hawary, S. (2022). The effect of supply chain management through social media on competitiveness of the private hospitals in Jordan. *Uncertain Supply Chain Management, 10(3), 737–746.*
- Al-Shorman, H., Alshawabkeh, R., Aldaihani, F., Aityassine, F., Mohammad, A., & Al-Hawary, S. (2021). Drivers of E-training Intention to Use in the private universities in Jordan. *International Journal of Data and Network*

*Science*, 5(4), 831–836.

- Al-Suqri, M. N., & Al-Kharusi, R. M. (2015). Ajzen and Fishbein's Theory of Reasoned Action (TRA) (1980). *Information Seeking Behavior and Technology Adoption: Theories and Trends, 1980*, 188–204. <https://doi.org/10.4018/978-1-4666-8156-9.ch012>
- Albort-Morant, G., Henseler, J., Leal-Millán, A., & Cepeda-Carrión, G. (2017). Mapping the field: A bibliometric analysis of green innovation. *Sustainability*, 9(6), 1011.
- Alhakimi, W., & Mahmoud, M. (2020). The impact of market orientation on innovativeness: evidence from Yemeni SMEs. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(1), 47–59. <https://doi.org/10.1108/apjie-08-2019-0060>
- Anber Mohammad, A. M. (2022). The Impact of Digital Marketing Success on Customer Loyalty. *Marketing and Management of Innovations*, 13(3), 103–113. <https://doi.org/10.21272/mmi.2022.3-09>
- Angelico Dias Marques, E., & Wulandari Kusuma Dewi, N. M. (2022). Peran Green Trust Memediasi Green Perceived Value Dan Kepuasan Konsumen Terhadap Green Repurchase Intention. *Jurnal Sosial Teknologi*, 2(11), 1019–1036. <https://doi.org/10.36418/jurnalsostech.v2i11.483>
- Ardiyanti, D., Kurniawan, F., Raokter, U., & Wikansari, R. (2023). Analisis Penjualan Mobil Listrik Di Indonesia Dalam Rentang Waktu 2020-2023. *ECOMA: Journal of Economics and Management*, 1(3), 114–122. <https://doi.org/10.55681/ecoma.v1i3.26>
- Astrama, I. M., Yasa, N. N. K., Sudibia, G. A., & Asih, D. K. S. (2020). The Role of Innovative Work Behavior Mediates Organizational Culture on Employee's Performance. *WSEAS TRANSACTIONS ON ADVANCES IN ENGINEERING EDUCATION*.
- Asyari, R. R., Sumardi, & Hamid, N. (2023). Moderation Effect of Work Motivation: The Effect of Digital Competency on Bank Employee Performance. *Accounting Profession Journal (APAJI)*, 5(1), 100–105.
- Avriyanti, S. (2019). Peran E-Commerce untuk Meningkatkan Keunggulan Kompetitif di Era Industri 4.0 (Studi pada UKM yang terdaftar pada Dinas Koperasi, Usaha Kecil dan Menengah Kabupaten Tabalong). *Jurnal PubBis*, 4(1), 82–99.

- Azhari, F., & Ali, H. (2024). Peran Inovasi Produk, Strategi Pemasaran, dan Kualitas Layanan terhadap Peningkatan Kinerja Perusahaan. *Jurnal Pemasaran Manajemen Digital*, 2(2), 72–81. <https://creativecommons.org/licenses/by/4.0/>
- Aziz, M., Marcellino, Y., Rizki, I. A., Ikhwanuddin, S. A., & Simatupang, J. W. (2020). Studi analisis perkembangan teknologi dan dukungan pemerintah Indonesia terkait mobil listrik. *TESLA: Jurnal Teknik Elektro*, 22(1), 45–55.
- Bain, J. S. (1956). *Barriers to new competition: their character and consequences in manufacturing industries*. Harvard University Press.
- Bamfo, B. A., & Kraa, J. J. (2019). Market orientation and performance of small and medium enterprises in Ghana: The mediating role of innovation. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1605703>
- Bheekhar, N. D., & Singh, U. G. (2019). Integrating information technology and marketing for better customer value. *Advances in Intelligent Systems and Computing*, 863, 1–9. [https://doi.org/10.1007/978-981-13-3338-5\\_1](https://doi.org/10.1007/978-981-13-3338-5_1)
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach* (8th ed.). John Wiley & Sons.
- Brown, J. R., Crosno, J. L., & Tong, P. Y. (2019). Is the theory of trust and commitment in marketing relationships incomplete? *Industrial Marketing Management*, 77(March 2018), 155–169. <https://doi.org/10.1016/j.indmarman.2018.10.005>
- Campos, V., Sanchis, J. R., & Ejarque, A. T. (2023). Assessing the Effect of the Economy for the Common Good System on Business Performance. *Systems*, 11(2). <https://doi.org/10.3390/systems11020106>
- Cant, M. C., Wiid, J. A., & Hung, Y. T. (2020). The importance of innovation in business: A study of SMEs in South Africa. *International Journal of Economics and Business Research*, 19(1), 86–103.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.
- Chaffey, D., & Smith, P. R. (2013). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295–336.

- Christoper, M., Payne, A., & Ballantyne, D. (2013). Relationship marketing: Creating Stakeholder Value. In Relationship Marketing: Creating Stakeholder Value. <https://doi.org/10.4324/9780080516042>
- Dananjaya, Miranda, A., & Thalib, S. (2024). Pengaruh Pemasaran Digital dan Inovasi Layanan terhadap Minat Beli Batik Tradisional Cirebon dengan Nilai Pelanggan sebagai Vaariabel Intervening (studi empirik: Batik Trusmi Cirebon). *Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial (EMBISS)*, 4(2), 131–146.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Darmayasa, G. N. A. R., & Yasa, N. N. K. (2021). Influence of Relationship Marketing on Customer Loyalty. *International Research Journal of Management, IT and Social Sciences*, 8(6), 648–660. <https://doi.org/10.21744/irjmis.v8n6.1963>
- Deku, W. A., Wang, J., & Preko, A. K. (2024). Digital marketing and small and medium-sized enterprises’ business performance in emerging markets. *Asia Pacific Journal of Innovation and Entrepreneurship*, 18(3), 251–269. <https://doi.org/10.1108/apjie-07-2022-0069>
- Desai, D. M. V. (2019). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development, Special Is*(Special Issue- FIIIPM2019), 196–200. <https://doi.org/10.31142/ijtsrd23100>
- F. Hair Jr, J., M. Hult, G. T., M.Ringle, C., Sarstedt, M., P. Danks, N., Ray, S., & BAPBAPA, П. (2023). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). <https://doi.org/10.1080/10705511.2022.2108813>
- Fatima, S., Zaman, H. M. F., & Nguyen, T. T. N. (2023). The Interplay Of Eco-Innovation And Market Uncertainty On Green Marketing Orientation And Business Performance. *Marketing and Management of Innovations*, 14(4), 2023 ISSN 2218-4511 (Print) ISSN 2227-6718 (Online) *THE*, 14(4), 48–68.
- Fikri, A. R., Ratnasari, R. T., Ahmi, A., & Kirana, K. C. (2022). Market orientation and business performance: the mediating role of total quality management and service innovation among Moslem fashion macro, small

- and medium enterprises in Indonesia. *Journal of Islamic Accounting and Business Research*, 13(8), 1234–1252. <https://doi.org/10.1108/JIABR-12-2021-0321>
- Firmanda, A. F., & Lukiastuti, F. (2021). Analisis Peran Mediasi Kepuasan Nasabah Pada Hubungan Digital Marketing Dan Brand Loyalty Pada Bank Jateng Cabang Wonosobo Adityawan Fajar Firmanda 1 , Fitri Lukiastuti 2. *Jurnal Among Makarti*, 14(2), 29–49.
- González-Benito, Ó., González-Benito, J., & Muñoz-Gallego, P. A. (2009). Role of entrepreneurship and market orientation in firms' success. *European Journal of Marketing*, 43(3–4), 500–522. <https://doi.org/10.1108/03090560910935550>
- Gooday, G. (2002). *The Electric Vehicle and the Burden of History*. JSTOR.
- Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4–20.
- Gummesson Evert, & L. Berry Leonard. (2012). Journal of Relationship Marketing. *Relationship Marketing in the New Economy*, 1(1), 45.
- Gunawardane, S. P., Dulanjana, K. M., Siriwardana, D., & De Mel, D. H. (2022). Impact of social media on business performance: with reference to small and medium enterprises, Western Province, Sri Lanka. *Sri Lanka Journal of Social Sciences*, 45(1), 19–32. <https://doi.org/10.4038/sljs.v45i1.8310>
- Gupta, A., & Sahu, G. P. (2012). A Literature Review and Classification of Relationship Marketing Research. *International Journal of Customer Relationship Marketing and Management*, 3(1), 56–81. <https://doi.org/10.4018/ijcrmm.2012010104>
- Habib, M. A., Bao, Y., & Ilmudeen, A. (2020). The impact of green entrepreneurial orientation, market orientation and green supply chain management practices on sustainable firm performance. *Cogent Business & Management*, 7(1), 1743616.
- Halik, J. B., Parawansa, D. A. S., Sudirman, I., & Jusni, J. (2023). Implications of IT Awareness and Digital Marketing to Product Distribution on the Performance of Makassar SMEs. *Journal of Distribution Science*, 21(7), 105–116. <https://doi.org/10.15722/jds.21.07.202307.105>
- Handayani, D. C., & Zaini, M. (2024). Pengaruh Brand Image, E-Service Quality, dan Relationship Marketing terhadap Repurchase Intention

Melalui Peningkatan Customer Trust Pada Beauty E-Commerce Sociolla. *Management Studies and Entrepreneurship Journal*, 5(2), 5090–5102. <https://www.yrpiiku.com/journal/index.php/msej/article/view/4906>

Hasan, M. (2019). Relationship Marketing and Customer Loyalty: Experience from Banking Industry of Bangladesh. *Journal of Organisational Studies and Innovation*, 6(1), 18–32.

Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences*, 172, 463–470. <https://doi.org/10.1016/j.sbspro.2015.01.382>

Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, A., Setiaean, Z., Susanto, D., Harsoyo, T., & Syarif, R. (2023). *Green Marketing For Business; Konsep, Strategi & Penerapan Pemasaran Hijau Perusahaan berbagai Sektor* (Issue June).

Hermayanti, A. B., Heryana, T., Ramdhany, M. A., & Ansamu, U. (2024). Green Customer Value And Green Marketing As Encouraging Support Green Purchase Intention. *Finansha\_Journal Of Sharia Financial Management*, 5(1), 37–53. <https://doi.org/10.15575/fjsfm.v5i1.31751>

Hidayat, M. S., Kasnowo, & Dwihandoko, T. H. (2024). The Relationship between Green Marketing and Business Performance: A Systematic Literature Review. *INNOVATIVE: Journal Of Social Science Research*, 4, 3966–3978.

Hoang, C. L., & Bui Thanh, T. (2021). Market orientation, corporate social responsibility, and firm performance: The moderating role of relationship marketing orientation. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1926212>

Husda, N. E. (2019). Analisis Customer Value Dalam Memediasi Pengaruh Sistem Informasi Manajemen Terhadap Reputasi Universitas Swasta di Kota Batam. *Jurnal Manajemen Pemasaran*, 13(2), 61–68. <https://doi.org/10.9744/pemasaran.13.2.61>

Ismail, M., Sahabuddin, R., Idrus, M. I., & Karim, A. (2022). Faktor Mempengaruhi Keputusan Pembelian pada Online Marketplace pada Mahasiswa Universitas Hasanuddin. *SEIKO: Journal of Management & Business*, 5(1), 2022–2071. <https://doi.org/10.37531/sejaman.v5i1.1831>

Ismail, R. N., Prabowo, R., & Mollah, M. K. (2024). Pengaruh Green Marketing dan Pemasaran Digital terhadap Keputusan Pembelian melalui Peran

Faktor Lingkungan yang Dinamis sebagai Pemoderasi (Studi ....  
*Seminar Nasional Teknologi ...*, *Senastitan Iv*, 1–8.  
<https://ejournal.itats.ac.id/senastitan/article/view/5668%0Ahttps://ejournal.itats.ac.id/senastitan/article/download/5668/3756>

Jamira, A., & Yandi, A. (2019). Peran Customer Value dalam Memediasi Green Marketing terhadap Keputusan Pembelian Mobil Low Cost Green Car (LCGC) di Kota Jambi. *J-MAS (Jurnal Manajemen Dan Sains)*, 4(2), 392–402. <https://doi.org/10.33087/jmas.v4i2.124>

Jaworski, B. J., & Kohli, A. K. (1993). Market Orientation: Antecedents and Consequences. *Journal of Marketing*, 57, 53–70.

Joo, Jae-Hun; Kim, J.-W. (2012). A Study on Relationships among Customer Value, Supply Chain Integration, and Business Performance. *The Journal of Information System*, 21(2), 27–44.

Junaidi, N. W., & Sugiharto, S. (2015). Analysis of the Effect of Customer Value on Repurchase Intention With Customer Satisfaction As an Intervening Variable At Pisa Kafe Manyar Surabaya. *Jurnal Manajemen Pemasaran Petra*, 3(1), 1–12.

Kannan, P. K., & Li, H. “Alice.” (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2016.11.006>

Kara, A., Spillan, J. E., & Deshields, O. W. (2019). The Effect of a Market Orientation on Business Performance: A Study of Small-Sized Service Retailers Using MARKOR Scale. *Journal of Small Business Management*, 43(2), 105–118. <https://doi.org/10.1111/j.1540-627x.2005.00128.x>

Khaleeli, M., Faisal, R., & Anwar, S. (2021). The effect of green marketing, green supply chain and green human resources on business performance: balanced scorecard approach. *Uncertain Supply Chain Management*, 9(1), 133–138. <https://doi.org/10.5267/j.uscm.2020.11.001>

Khamid, M. A., & Rizana, D. (2019). *Pengaruh Service Quality Dan Customer Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Intervening*. 14.

Kinas, I. A., Parawansa, D. A. S., & Ismail, M. (2023). The Effect Of Trust, Social Media And Electronic Word Of Mouth (E-Wom) On E-Commerce Customer Participation. *SEIKO: Journal of ...*, 6(1), 242–253.

<https://journal.stieamkop.ac.id/index.php/seiko/article/view/4890%0Ahttps://journal.stieamkop.ac.id/index.php/seiko/article/download/4890/3219>

- Kirgiz, A. C. (2016). Green Marketing: A Case Study of The Sub-Industry in Turkey. In *Palgrave Macmillan* (Vol. 01). <https://doi.org/10.1057/9781137535894.0001>
- Kohli, A. K., Jaworski, B. J., & Kumar, A. (1993). MARKOR: A Measure of Market Orientation. *Journal of Marketing Research*, 30(4), 467. <https://doi.org/10.2307/3172691>
- Kolb, R. W. (2018). Green Marketing. In *The SAGE Encyclopedia of Business Ethics and Society*. <https://doi.org/10.4135/9781483381503.n547>
- Konopik, P., & Lindgren, J. (2007). “ Can strategic analysis through a market and resource based view prevent the founding of companies with an unsustainable business strategy ?” *Synthesis*, 86.
- Kumar, B. J., & Baby, N. (2021). Green marketing. *International Journal of Recent Advances in Multidisciplinary Topics*, 2(4), 2582–7839. <https://doi.org/10.1108/02580540810868041>
- Kuntonbutr, S., Combs, H., & Konosu, T. (2019a). The effects of digital marketing and market orientation on innovation and firms’ performance. *International Journal of Innovation, Creativity and Change*, 8(8), 63–81.
- Kuntonbutr, S., Combs, H., & Konosu, T. (2019b). The effects of digital marketing and market orientation on innovation and firms’ performance. *International Journal of Innovation, Creativity and Change*, 8(8), 63–81.
- Kurniawan, I. (2020). *Mediating role of SF at the effect EO & MO to BP new IJRTE by Indra Kurniawan*.
- L.Setiawan, M., & Nabhan, F. (2023). Peran Relationship Marketing dalam Mendorong Peningkatan Customer Value, Customer Satisfaction dan Perceived Service Quality Terhadap Customer Loyalty. *Juremi: Jurnal Riset Ekonomi*, 2(6), 713–724. <https://bnr.bg/post/101787017/bsp-za-balgaria-e-pod-nomer-1-v-buletinata-za-vota-gerb-s-nomer-2-pp-db-s-nomer-12>
- Laela, & Parawansa, D. A. S. (2025). *Pemasaran Hijau dan Transformasi Gaya Hidup Konsumen: Kajian Empiris pada Masyarakat Perkotaan*. NEM. <https://play.google.com/store/books/details?id=NL5wEQAAQBAJ>

- Leong, L. Y., Hew, T. S., Ooi, K. B., Metri, B., & Dwivedi, Y. K. (2023). Extending the Theory of Planned Behavior in the Social Commerce Context: A Meta-Analytic SEM (MASEM) Approach. In *Information Systems Frontiers* (Vol. 25, Issue 5). Springer US. <https://doi.org/10.1007/s10796-022-10337-7>
- Li, Y., Ye, F., Sheu, C., & Yang, Q. (2018). Linking green market orientation and performance: Antecedents and processes. *Journal of Cleaner Production*, 192, 924–931. <https://doi.org/10.1016/j.jclepro.2018.05.052>
- Lucyantoro, B. I., & Rachmansyah, M. R. (2017). Penerapan Strategi Digital Marketing, Teori Antrian Terhadap Tingkat Kepuasan Pelanggan. *EKONOMIKA45: Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*, 5(1), 38–57. <https://jurnaluniv45sby.ac.id/index.php/ekonomika/article/view/63>
- Manongko, A. A. C. (2018). Green marketing (suatu perspektif marketing mix & theory of planned behavior). *Repository.Unima.Ac.Id*.
- Masa'deh, R., Al-Henzab, J., Tarhini, A., & Obeidat, B. Y. (2018). The associations among market orientation, technology orientation, entrepreneurial orientation and organizational performance. *Benchmarking*, 25(8), 3117–3142. <https://doi.org/10.1108/BIJ-02-2017-0024>
- Mason, E. S. (1939). Price and production policies of large-scale enterprise. *The American Economic Review*, 29(1), 61–74.
- Mohd Mokhtar, S. S., & Yusoff, R. Z. (2020). The Impact of Market Orientation on Business Performance: Evidence from a Developing Country. *Malaysian Management Journal*, 11, 11–26. <https://doi.org/10.32890/mmj.11.1-2.2007.8945>
- Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, 29(3), 838–845. <https://doi.org/10.1002/bse.2401>
- Munir, A. R., Kadir, N., Umar, F., & Lyas, G. B. (2023). The impact of digital marketing and brand articulating capability for enhancing marketing capability. *International Journal of Data and Network Science*, 7(1), 65–72. <https://doi.org/10.5267/j.ijdns.2022.12.005>
- Munizu, M., Alam, S., Pono, M., & Riyadi, S. (2024). Do digital marketing,

- integrated supply chain, and innovation capability affect competitiveness, and creative industry performance? *International Journal of Data and Network Science*, 8(2), 1025–1034.  
<https://doi.org/10.5267/j.ijdns.2023.12.005>
- Muslim, Khalik, A., & Surianto. (2024). Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Keputusan Pembelian Mobil Elektrik Wuling AirEV. *Journal of Metaverse Adpertisi (Jma)*, 3(2), 12–22.
- Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal Of Marketing*, 54(4).  
<https://doi.org/https://doi.org/10.1177/002224299005400403>
- Nel Arianty. (2023). *Implikasi Pemasaran Dalam Kinerja Usaha*.
- Nurshafah, I., & Sari, D. (2019). Pengaruh Relationship Marketing Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Toko Alat Musik Nada, Kota Bandung. *E-Proceeding of Management*, 6(2), 4477–4487.
- Nuseir, M., & Refae, G. El. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). *International Journal of Data and Network Science*, 6(2), 295–304.  
<https://doi.org/10.5267/j.ijdns.2022.1.008>
- Nuvriasari, A., Wicakson, G., & Sumiyarsih, S. (2017). Peran Orientasi Pasar, Orientasi Kewirausahaan Dan Strategi Bersaing Terhadap Peningkatan Kinerja Ukm. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 19(2), 241.  
<https://doi.org/10.24034/j25485024.y2015.v19.i2.1766>
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262–270.
- Octavia, A., Indrawijaya, S., Sriayudha, Y., Heriberta, Hasbullah, H., & Asrini. (2020). Impact on e-commerce adoption on entrepreneurial orientation and market orientation in business performance of smes. *Asian Economic and Financial Review*, 10(5), 516–525.  
<https://doi.org/10.18488/journal.aefr.2020.105.516.525>
- Parvatiyar, A., & Sheth, J. N. (2014). The Domain and Conceptual Foundations of Relationship Marketing. *Handbook of Relationship Marketing*, 3–38.

<https://doi.org/10.4135/9781452231310.n1>

- Peattie, K. (2016). Green marketing. In *The marketing book* (pp. 573–597). Routledge.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Pepple, B. G., State, R., & Hart, G. T. (2024). Green Marketing Strategies and Business Performance: A Tool for Good Governance. *Network for Research and Development in Africa International Academic Journal of Management and Marketing International Academic Journal of Management and Marketing*, 11(1), 84–92. <https://arcnjournals.org>
- Perrea, T., Chrysochou, P., & Krystallis, A. (2023). Customer value toward innovative food products: Empirical evidence from two international markets. *Innovative Food Science and Emerging Technologies*, 84(January), 103293. <https://doi.org/10.1016/j.ifset.2023.103293>
- Pfajfar, G., Shoham, A., Małecka, A., & Zalaznik, M. (2022). Value of corporate social responsibility for multiple stakeholders and social impact – Relationship marketing perspective. *Journal of Business Research*, 143(January), 46–61. <https://doi.org/10.1016/j.jbusres.2022.01.051>
- Pomirleanu, N., Schibrowsky, J. A., Peltier, J., & Nill, A. (2013). A review of internet marketing research over the past 20 years and future research direction. *Journal of Research in Interactive Marketing*, 7(3), 166–181.
- Porter, M. E. (1989). *How competitive forces shape strategy*. Springer.
- Porter, M. E. (2008). *Competitive advantage: Creating and sustaining superior performance*. Simon and Schuster.
- Purnomo, Y. J. (2023). Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 54–62. <https://doi.org/10.61100/adman.v1i2.23>
- Puspita, E. C., Farida, N., & Pradhanawati, A. (2023). Pengaruh Relationship Marketing, dan Store Atmosphere Terhadap Repurchase Melalui Trust (Studi Pada Konsumen Matahari Departemen Store di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 294–302. <https://ejournal3.undip.ac.id/index.php/jiab>

- Qayyum, A., Jamil, R. A., & Sehar, A. (2023). Impact of green marketing, greenwashing and green confusion on green brand equity. *Spanish Journal of Marketing-ESIC*, 27(3), 286–305.
- Rahayu, L. M. P., Abdillah, Y., & Mawardi, M. K. (2017). *Pengaruh green marketing terhadap keputusan pembelian konsumen (Survei Pada Konsumen The Body Shop di Indonesia dan di Malaysia)*. Brawijaya University.
- Rosiana, A. (2020). the Influence of Market Orientation on Business Performance of Micro Small Enterprises of Tempe. *Jurnal Pertanian*, 11(2), 81. <https://doi.org/10.30997/jp.v11i2.2612>
- Rufaidah., E., & Kodri. (2020). *Strategi Inovasi dan Kreativitas Berwirausaha Era Revolusi 4.0. 0*, 1–118.
- Saheb, T., Amini, B., & Kiaei Alamdari, F. (2021). Quantitative analysis of the development of digital marketing field: Bibliometric analysis and network mapping. *International Journal of Information Management Data Insights*, 1(2), 100018. <https://doi.org/10.1016/j.ijime.2021.100018>
- Šályová, S., Táborecká-Petrovičová, J., Nedelová, G., & Ďaďo, J. (2015). Effect of Marketing Orientation on Business Performance: A Study from Slovak Foodstuff Industry. *Procedia Economics and Finance*, 34(15), 622–629. [https://doi.org/10.1016/s2212-5671\(15\)01677-9](https://doi.org/10.1016/s2212-5671(15)01677-9)
- Sampaio, C. A. F., Rodrigues, R. G., & Hernández-Mogollón, J. M. (2021). Price strategy, market orientation, and business performance in the hotel industry. *Journal of Global Information Management*, 29(1), 85–102. <https://doi.org/10.4018/JGIM.2021010105>
- Sebayang, S. K., & Situmorang, S. H. (2019). Pengaruh Nilai Pelanggan, Kepuasan Pelanggan dan Kepercayaan terhadap Loyalitas Pelanggan pada Kedai Kopi Online di Kota Medan. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 2(2), 220–235. <https://doi.org/10.31842/jurnal-inobis.v2i2.86>
- Septiani, I., Cahya, A. D., Kurnia, D., Khairunnisa, C., Manajemen, S., Sarjanawiyata, U., & Yogyakarta, T. (2021). Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM (Studi Pada Home's Cafe Tana Tidung Kalimantan Utara). *Jurnal Ilmiah Feasible*, 3(2), 126–135.
- Setyawan, A. A. (2023). *Relationship Marketing Peritel dan Mitra Bisnis* (R. Kusumawati & A. Aulia (eds.); Issue February). CV Mega Press

Nusantara.

- Shaukat, F., & Ming, J. (2022). Green marketing orientation impact on business performance: Case of pharmaceutical industry of Pakistan. *Frontiers in Psychology, 13*.
- Shiratina, A., Ramli, Y., Imaningsih, E. S., Rajak, A., & Ali, A. J. (2023). The Role of Entrepreneurial Marketing and Relationship Marketing That Strengthen The Women Entrepreneurs' Business Performance. *Indonesian Journal of Business and Entrepreneurship, 9(2)*, 177–185. <https://doi.org/10.17358/ijbe.9.2.169>
- Sierzchula, W., Bakker, S., Maat, K., & Van Wee, B. (2014). The influence of financial incentives and other socio-economic factors on electric vehicle adoption. *Energy Policy, 68*, 183–194. <https://doi.org/10.1016/j.enpol.2014.01.043>
- Simatupang, B. (2013). Tinjauan Komplementer Pengaruh Teori Market-Based View (Mbv) Dan Resource-Based View (Rbv) Terhadap Strategi Dan Kinerja Perusahaan. *Binus Business Review, 4(1)*, 322–330.
- Sin, L. Y. M., Tse, A. C. B., Chan, H., Heung, V. C. S., & Yim, F. H. K. (2006). The Effects of Relationship Marketing Orientation on Business Performance in the Hotel Industry. *Journal of Hospitality and Tourism Research, 30(4)*, 407–426. <https://doi.org/10.1177/1096348006287863>
- Slater, S. F., Mohr, J. J., & Sengupta, S. (2010). Market Orientation. *Wiley International Encyclopedia of Marketing, November 2017*. <https://doi.org/10.1002/9781444316568.wiem01031>
- Slater, S. F., & Narver, J. C. (1994). Market orientation, customer value, and superior performance. *Business Horizons, 37(2)*, 22–28. [https://doi.org/10.1016/0007-6813\(94\)90029-9](https://doi.org/10.1016/0007-6813(94)90029-9)
- Sofia Yunus, N. (2020). Pengaruh Green Marketing Terhadap Repurchase Intention Melalui Kepuasan Konsumen Pada Kentucky Fried Chicken(KFC) Jl.Ahmad Yani, Surabaya. *Jurnal Ekonomi Dan Bisnis, 1(1)*, 1–13.
- Sudirman, A., Halim, F., Nainggolan, A. B., Butarbutar, N., & Sherly, S. (2021). Meninjau Hubungan Antara Penggunaan Media Sosial dan Orientasi Pasar Terhadap Kinerja Bisnis Sektor UMKM. *Prosiding Seminar Nasional Ekonomi Dan Bisnis, 165–179*. <https://doi.org/10.32528/psneb.v0i0.5165>

- Sugi, S., & Titin Hargyatni. (2024). Pengaruh Orientasi Pasar Dan Inovasi Terhadap Kinerja Bisnis Dengan Keunggulan Bersaing Sebagai Variabel Intervening (Studi Kasus Umkm Telur Asin Di Kabupaten Brebes). *Jurnal Ilmiah Manajemen, Ekonomi Dan Bisnis*, 3(1), 195–210. <https://doi.org/10.51903/jimeb.v3i1.761>
- Suparman. (2013). Coorporate Social Responsibility: Bentuk Tanggung Jawab Sosial dan Kepedulian Perusahaan dengan Masyarakat. *Jurnal Interaksi*, 2(2), 69–81.
- Susanti, D. (2021). Digital Marketing To Customer Value and Customer Engagement in Repeat Purchase on the Marketplace. *SULTANIST: Jurnal Manajemen Dan Keuangan*, 9(2), 135–146. <https://doi.org/10.37403/sultanist.v9i2.339>
- Susanti, D. N. (2020). Pengaruh Green Perceived Value terhadap Repurchase Intention dengan Kepuasan Konsumen sebagai Intervening. *Jurnal E-Bis (Ekonomi-Bisnis)*, 4(2), 131–137. <https://doi.org/10.37339/e-bis.v4i2.298>
- Syachrony, M. I., Hamdan, H., & Ilhamalimy, R. R. (2023). The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta. *BASKARA : Journal of Business and Entrepreneurship*, 5(2), 193. <https://doi.org/10.54268/baskara.v5i2.14197>
- Tamonsang, M., & Amalia, E. A. (2022). Pengaruh Kualitas Produk, Nilai Pelanggan (Customer Value) Terhadap Kepuasan Pelanggan Pada Krupuk Rambak Kulit Sapi Magetan (Studi Kasus pada Pelanggan Perusahaan Krupuk Rambak Kulit Sapi Cap Sapi Lancar di Desa Mojopurno Kota Magetan). *Pragmatis*, 2(1), 42. <https://doi.org/10.30742/pragmatis.v2i1.2020>
- Tangkudung, A. G. (2024). Jejak Sejarah Mobil Listrik di Indonesia: Perkembangan dan Tantangan. *Sintax Idea*, 6(09), 8096.
- Tjahjadi, B., Soewarno, N., Hariyati, H., Nafidah, L. N., Kustiningsih, N., & Nadyaningrum, V. (2020). The role of green innovation between green market orientation and business performance: its implication for open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–18. <https://doi.org/10.3390/joitmc6040173>
- Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and*

*Consumer Services*, 56(April).  
<https://doi.org/10.1016/j.jretconser.2020.102162>

- Udayana, A. A. G. B., Fatmawaty, A. S., Makbul, Y., Priowirjanto, E. S., Ani, L. S., Siswanto, E., Susanti, W., & Andriani, S. (2024). Investigating the role of e-commerce application and digital marketing implementation on the financial and sustainability performance: An empirical study on Indonesian SMEs. *International Journal of Data and Network Science*, 8(1), 167–178. <https://doi.org/10.5267/j.ijdns.2023.10.007>
- Urban, G. (2003). *Digital marketing strategy: text and cases*. Prentice-Hall, Inc.
- Van Zyl, H. J. C., & Mathur-Helm, B. (2007). Exploring a conceptual model, based on the combined effects of entrepreneurial leadership, market orientation and relationship marketing orientation on South Africa's small tourism business performance. *South African Journal of Business Management*, 38(2), 17–24. <https://doi.org/10.4102/sajbm.v38i2.580>
- Wisnujati, N. S., Marjuki, M., & Munir, A. R. (2023). Digital Marketing Strategies of MSMEs in Facing Consumption Trends in the New Year. *Jurnal Minfo Polgan*, 12(2), 2393–2400. <https://doi.org/10.33395/jmp.v12i2.13278>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.
- Wymbs, C. (2011). Digital marketing: The time for a new “academic major” has arrived. *Journal of Marketing Education*, 33(1), 93–106.
- Yafi, M. A. (2021). *Peran Mediasi Orientasi Kewirusahaan Pada Orientasi Pasar Dan Inovasi Produk Terhadap Kinerja Pemasaran*. 6(2009), 79–93.
- Yau, O. H. M., McFetridge, P. R., Chow, R. P. M., Lee, J. S. Y., Sin, L. Y. M., & Tse, A. C. B. (2000). Is relationship marketing for everyone? *European Journal of Marketing*, 34(9–10), 1111–1127. <https://doi.org/10.1108/03090560010342494>
- Ye, X., Hou, R., Wang, S., & Omar, N. A. B. (2024). Social media, relationship marketing and corporate ESG performance. *Finance Research Letters*, 63(March). <https://doi.org/10.1016/j.frl.2024.105288>
- Zaid, S. (2020). The role of relationship marketing to building loyalty on bank customers. *International Journal of Research in Business and Social Science (2147- 4478)*, 9(3), 26–33. <https://doi.org/10.20525/ijrbs.v9i3.657>

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.

Zhang, Y., & Berhe, H. M. (2022). The Impact of Green Investment and Green Marketing on Business Performance: The Mediation Role of Corporate Social Responsibility in Ethiopia's Chinese Textile Companies. *Sustainability (Switzerland)*, 14(7), 6–24. <https://doi.org/10.3390/su14073883>

<https://news.detik.com/berita/d-7663158/pemkot-makassar-luncurkan-mobil-dottoro-ta-ini-fasilitas-lengkapnya>.