

## Daftar pustaka

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): alternatif structural equation modeling (SEM) dalam penelitian bisnis*. Penerbit Andi.
- Adhana, A. A. (2014). Perancangan Promosi Penjualan Paket “Nacil” untuk Rumah Makan “Kehidupan” di Bandung. *Skripsi. Fakultas Industri Kreatif Universitas Telkom Bandung*.
- Agustin, Risna Dwi, S. K. dan E. Y. (2015). 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 No. 2 Mei 2015*.
- Alma, B. (2014). Manajemen Pemasaran dan Pemasaran Jasa. *Bandung. Alfabeta*.
- Aman, A. H. L., Harun, A., & Of, H. Z. (2012). The Influence The, Environmental Knowledge and Concern on Green Purchase Intention Social, Role of Attitude as a Mediating Variable. *British Journal of Arts and Sciences, ISSN: 2046-9578, 7 (2), Pp: 145-167*.
- Ansar, N. (2013). Impact of green marketing on consumer purchase intention. *Mediterranean Journal of Social Sciences, 4(11), 650–655*.  
<https://doi.org/10.5901/MJSS.2013.V4N11P650>
- Arikunto, S. (2010). *Prosedur penelitian : suatu pendekatan praktik*. Jakarta : Rineka Cipta.
- Bagus, I., Gandamay, M., Luh, N., Inca, P., Agustini, B., Dian, M., & Kusuma, S. (2016). Gambaran Masalah Kesehatan Wisatawan Asing yang Berkunjung ke Pusat Pelayanan Kesehatan 2015. *JURNAL NERS LENTERA, 4(2), 178–188*. <http://jurnal.wima.ac.id/index.php/NERS/article/view/880>
- Banytė, J., Brazionienė, L., & Gadeikienė, A. (2010). Investigation of green consumer profile : a case of Lithuanian market of eco-friendly food products. *Ekonomika Ir Vadyba, 15, 374–383*.
- Bukhari. (2011). Green Marketing and Its Impact on Consumer Behavior. *European Journal of Business and Management, Vol 3, No.4*.
- Chamorro, A., Rubio, S., & Miranda, F. J. (2009). Characteristics of research on green marketing. *Business Strategy and the Environment, 18(4), 223–239*.  
<https://doi.org/10.1002/BSE.571>

- Chang, S. H. (2015). The Influence of Green Viral Communications on Green Purchase Intentions: The Mediating Role of Consumers' Susceptibility to Interpersonal Influences. *Sustainability* 2015, Vol. 7, Pages 4829-4849, 7(5), 4829–4849. <https://doi.org/10.3390/SU7054829>
- Chen, L. (2013). A Study of Green Purchase Intention Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China. *Information Management and Business Review*, 5(7), 342–346. <https://doi.org/10.22610/imbr.v5i7.1061>
- Chen, Y. S., Ching, Y. L., & Chang, C. H. (2012). Enhance Green Purchase Intentions: the Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Vol. 50. Management Decision . Vol. 50 No. 3, 2012 Pp. 502-520.*
- Dahlstrom, R. (2011). Green Marketing Management. *Mason: Cengage Learning.*
- Diash, A. F. (2021). *Pengaruh Environmental Knowledge Dan Environmental Concern Terhadap Green Purchase Intention Pada Generasi Milenial.* <https://doi.org/10.24384/HGC3-7P15>
- Febriani, S. (2019). Pengaruh Green Marketing Mix Terhadap Green Product Purchase Intention Pada Produk Innisfree Di Jakarta Dengan Consumer's Attitude Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(1). <https://doi.org/10.24912/JMBK.V3I1.4925>
- Ferdinand, A. T. (2006). Metode Penelitian Manajemen. *Semarang : Badan Penerbit Undip.*
- Firdaus, M. F. R., & Widodo, A. (2021). PENGARUH PENGETAHUAN MEREK HUJAU DAN SIKAP TERHADAP MEREK HIJAU TERHADAP NIAT PEMBELIAN HIJAU PADA PRODUK TROPICANA SLIM DI KOTA BANDUNG. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(1), 152–174. <https://doi.org/10.31955/MEA.VOL5.ISS1.PP152-174>
- Fornell, C., & Larcker, D. F. (1981). *Evaluating Structural Equatuion Models with Unobservable Variables and Measurement Error. Journal Of Marketing Research.*
- Fryxell, G. E. and Lo, C. W. (2003). The influence of environmental knowledge

and values on managerial behaviours on behalf of the environment: An empirical examination of managers in China. *Of, Journal Business Ethics*, 46 (1): 45-69.

Fuentes, C. (2015). How green marketing works: Practices, materialities, and images. *Scandinavian Journal of Management*, 31(2), 192–205. <https://doi.org/10.1016/J.SCAMAN.2014.11.004>

Garson, G. D. (2016). Partial Least Squares: Regression & Structural Equation Models. *Regression & Structural Equation Models In Statistical Associates Publishing*.

Gershoff, A. D., & Frels, J. K. (2015). What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products: <https://doi.org/10.1509/Jm.13.0303>, 79(1), 97–110. <https://doi.org/10.1509/JM.13.0303>

Ghozali, I., & Laten, H. (2014). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed.)*.

Ghozali, I. (2014). Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS) (4th ed.). *Semarang: Universitas Diponegoro*.

Ghozali, Imam. (2015). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 3.0 Untuk Penelitian Empiris*.

Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales Marketing, Vol. 3, Issue 2, Jun 2013. PP 73-86*.

Goverment, Q. (2002). Green Marketing. *The Competitive Advantage of Sustainability*, [www.epa.qld.gov.au/sustainable\\_industries](http://www.epa.qld.gov.au/sustainable_industries).

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017a). A primer on partial least squares structural equation modeling (PLS-SEM). *Los Angeles: Sage Publications*, 2.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017b). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt - Google Books* (Sage (ed.); Second Ed.). SAGE Publications, Inc.

Haryadi, & Rusdi. (2009). Pengaruh Strategi Green Marketing Terhadap Pilihan

Konsumen Melalui Pendekatan Marketing Mix (Studi Kasus Pada The Body Shop Jakarta). *Tesis, Program Studi Magister Manajemen Program Pascasarjana, Universitas Diponegoro, Semarang.*

Heryandini, R. A., & Hidayat, R. (2016). Pengaruh Green Marketing Cv.vannisa Brownies Terhadap Keputusan Pembelian (studi Kasus Pada Konsumen Cv.vannisa Brownies Di Bandung) 2016. *EProceedings of Applied Science*, 2(2).

<https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/9212>

Husnan, Z., & Purnami, N. M. (2020). GREEN MARKETING MIX BERPENGARUH TERHADAP KEPUTUSAN PEMBELIAN PRODUK BIG TREE FARMS DI LOTUS FOOD SERVICES. *E-Jurnal Manajemen*, Vol. 9, No. 2, 2020 : 678-698.

Jen Mei, O., Choon Ling, K., & Hoi Piew, T. (2012). The Antecedents of Green Purchase Intention among Malaysian Consumers. *Asian Social Science*, 8(13). <https://doi.org/10.5539/ass.v8n13p248>

Junaedi, M. F. . (2005). Pengaruh Kesadaran Produk, Lingkungan Pada Niat Beli Konsumen, Hijau; *Studi Perilaku Berwawasan Lingkungan, Benefit* 189-201, Vol.9 No.2 (Desember) Pp :

Kasali, & Rhenald. (2005). Sembilan Fenomena Bisnis. *Management Student Society (MSS), Jakarta: FE UI Site., Official.*

Khan, E. A., Royhan, P., Rahman, M. A., Rahman, M. M., & Mostafa, A. (2019). The Impact of Enviropreneurial Orientation on Small Firms' Business Performance: The Mediation of Green Marketing Mix and Eco-Labeling Strategies. *Sustainability* 2020, Vol. 12, Page 221, 12(1), 221. <https://doi.org/10.3390/SU12010221>

Kishor Pandey, K., BSingh, P., & Pandey, K. K. (2012). GREEN MARKETING : POLICIES AND PRACTICES FOR SUSTAINABLE DEVELOPMENT. *Integral Review-A Journal of Management*, 5(1). <https://doi.org/10.13140/RG.2.2.23593.34403>

Kotler, & Armstrong. (2014). *Principles of Marketing - Gary Armstrong, Stewart Adam, Sara Denize, Philip Kotler - Google Books.*

[https://books.google.co.id/books?hl=en&lr=&id=UKyaBQAAQBAJ&oi=fnd&pg=PP1&dq=\(Kotler+%26+Armstrong,+2014&ots=RYqiVJT8bA&sig=Ti3PH1d7vYzKZYGIo\\_YhwpuOb-8&redir\\_esc=y#v=onepage&q=\(Kotler%26+Armstrong%2C+2014&f=false](https://books.google.co.id/books?hl=en&lr=&id=UKyaBQAAQBAJ&oi=fnd&pg=PP1&dq=(Kotler+%26+Armstrong,+2014&ots=RYqiVJT8bA&sig=Ti3PH1d7vYzKZYGIo_YhwpuOb-8&redir_esc=y#v=onepage&q=(Kotler%26+Armstrong%2C+2014&f=false)

Kotler, P. (2011). Reinventing Marketing to Manage the Environmental Imperative: *Https://Doi.Org/10.1509/Jmkg.75.4.132*, 75(4), 132–135.  
<https://doi.org/10.1509/JMKG.75.4.132>

Kotler, Philip, & Keller, K. L. (2009). *Manajemen Pemasaran. Edisi ke 13. Jakarta: Erlangga.*

Kotler, Philip, & Armstrong, G. (2012). *Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.*

Kuang, W. T. (2015). *Jalan Keberlangsungan Hidup Umat Manusia*. Lembaga Pengkajian dan Penerbitan Kitab Suci Buddha Maitreya Indonesia.

Lee, K. (2010). The Green Purchase Behavior of Hong Kong Young Consumers: The Role of Peer Influence, Local Environmental Involvement, and Concrete Environmental Knowledge. *Http://Dx.Doi.Org/10.1080/08961530.2011.524575*, 23(1), 21–44.  
<https://doi.org/10.1080/08961530.2011.524575>

Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental marketing/management: A bibliographic analysis. *European Journal of Marketing*, 45(1), 68–103.  
<https://doi.org/10.1108/03090561111095603/FULL/XML>

Mahadi, A. & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research, Vol. 5, No. 8.*

Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., & Bledy, A. (2017). The Influence of Green Marketing Mix on Purchase Intention: The Mediation Role of Environmental Knowledge. *International Journal of Scientific & Engineering Research*, 8(9), 1040.  
<https://doi.org/10.14299/IJSER.2017.09.006>

Martha dan Febriyanto, M. T. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Pembelian Produk Kosmetik Ramah Lingkungan.

*Jurnal Ecodemica, Vol. 3 No. 2.*

- Mas'od, A., & Chin, T. A. (2014). Determining Socio-demographic, Psychographic and Religiosity of Green Hotel Consumer in Malaysia. *Procedia - Social and Behavioral Sciences*, 130, 479–489. <https://doi.org/10.1016/J.SBSPRO.2014.04.056>
- Naresh, M. K. (2005). Riset Pemasaran Pendekatan Terapan. *Edisi 4. Jakarta : PT Indeks Gramedia.*
- Novia, R.K & Putu, N. 2018. (2018). Pengaruh Green Perceived Value Dan Green Perceived Quality Untuk Meningkatkan Green Satisfaction Yang Berdampak Pada Repurchase Intention. Pada Konsumen Rumah Makan Kehidupan Tidak Pernah Berakhir Bandung. *Jurnnal Indonesia Membangun Vol. 17, No. 2.*
- Nurhalim, A. D. (2020). Pengaruh Gaya Kepemimpinan Transformational dan Komunikasi Terhadap Motivasi dan Dampaknya Pada Kinerja Karyawan PT. XYZ. *Jurnal Bina Manajemen, 8.*
- Okada, E.M. & Mais, E. L. (2010). Framing the green alternative for environmentally conscious consumers,sustainability accounting. *Management and Policy Journal. 1 (2),222-234.*
- Pankaj, K.A. and Vishal, K. L. (2014). Consumer adoption of green products and their role in resource management. *Indian. Journal of Commerce and Management Studies. 5 (3), 22-28.*
- Papadas, K.-K., & Avlonitis, G. J. (2015). The 4 Cs of environmental business: Introducing a new conceptual framework. *Social Business, 4(4), 345–360.* <https://doi.org/10.1362/204440814X14185703122928>
- Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research, 80, 236–246.* <https://doi.org/10.1016/J.JBUSRES.2017.05.024>
- Paysal, S. A. R. A. (2016). Pengaruh Green Marketing Terhadap Keputusan Pembelian pada Produk Nike di Bandung Tahun 2016. *Bandung: Jurnal Manajemen Pemasaran Vol.2, No.3 Desember 2016.*
- Peattie, K. (1995). *Environmental Marketing Management. London :*

*PitmanPublishing.*

- Peattie, Ken, & 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>
- Polonsky, M.J., & Rosenberger, P. . (2001). Reevaluating Green Marketing. In *A Strategic Approach. Business Horizons*, 44(5), 21-30.
- Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319. <https://doi.org/10.1016/J.JBUSRES.2011.01.016>
- Prabandari, N. P. A. V., & I.Gst.A.Kt.Gd.Suasana. (2016). Pengaruh Green Marketing dan Service Value Terhadap Impulse Buying pada Manic Organik Restaurant di Denpasar. *E-Jurnal Manajemen Unud*, Vol. 5, No. 4, 2016: 2167-2193.
- Pride, & Ferrel. (1993). *Marketing, 7th edition, Houghton Mifflin Corp:*
- Prof. Mahfud Sholihin, P. D., & Ratmono, D. D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam ... - Prof. Mahfud Sholihin, Dr. Dwi Ratmono - Google Books.* [https://books.google.co.id/books?hl=en&lr=&id=NbMWEAAAQBAJ&oi=fnd&pg=PP1&dq=Analisis+Outer+Model+\(Measurement+Model\)&ots=X5dHz8-sjQ&sig=DFwA9Vjw8VZK94pNbLwQLB3geMM&redir\\_esc=y#v=onepage&q=Analisis Outer Model \(Measurement Model\)&f=true](https://books.google.co.id/books?hl=en&lr=&id=NbMWEAAAQBAJ&oi=fnd&pg=PP1&dq=Analisis+Outer+Model+(Measurement+Model)&ots=X5dHz8-sjQ&sig=DFwA9Vjw8VZK94pNbLwQLB3geMM&redir_esc=y#v=onepage&q=Analisis Outer Model (Measurement Model)&f=true)
- Putra, D. R., & Prasetyawati, Y. R. (2021). PENGARUH GREEN PRODUCT TERHADAP MINAT BELI ULANG KONSUMEN MELALUI GREEN ADVERTISING (Studi Terhadap Konsumen Starbucks). *Jurnal Manajemen Pemasaran*, 15(2), 69–74. <https://doi.org/10.9744/PEMASARAN.15.2.69-74>
- Rahayu, T. (2017). Pengetahuan Tentang Vegetarian dan Pola Makan Pengunjung Di Restoran Loving Hut Jalan Demangan Baru No 16 Yogyakarta. *Journal Student Universitas Negeri Yogyakarta.*
- Rath, & Chandra, R. (2013). An Impact of Green Marketing on Practices of Supply Chain Management in Asia: Emerging Economic Opportunities and

Challenges. *International Journal of Supply Chain Management*, 2(1). 699.html

Ratu Ilma Indra Putri, Jeri Araiku, N. S. (2020). *Statistik Deskriptif - Ratu Ilma Indra Putri, Jeri Araiku, Novita Sari - Google Books*. [https://books.google.co.id/books?hl=en&lr=&id=PoEeEAAAQBAJ&oi=fnd&pg=PA32&dq=Statistik+deskriptif+adalah+&ots=az0HX7\\_KjU&sig=a5WXakHII3Cn4bODrSvkzGZ-AF0&redir\\_esc=y#v=onepage&q=Statistik deskriptif adalah&f=false](https://books.google.co.id/books?hl=en&lr=&id=PoEeEAAAQBAJ&oi=fnd&pg=PA32&dq=Statistik+deskriptif+adalah+&ots=az0HX7_KjU&sig=a5WXakHII3Cn4bODrSvkzGZ-AF0&redir_esc=y#v=onepage&q=Statistik+deskriptif+adalah&f=false)

Raza, M. A., Ahad, M. A., Shafqat, M. A., & Aurangzaib, M. & Rizwan, M. (2014). Intention, The Determinants of Purchase In, towards Counterfeit Mobile Phones Public, Pakistan. *Journal of Administration and Governance*, Vol. 4 3, No.

Resmawa, I. N., Tinggi, S., Ekonomi, I., & Surabaya, Y. (2017). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 1(2), 1–11. <http://jameb.stimlasharanjaya.ac.id/JAMEB/article/view/20>

Roozy, E., Arastoo, M. A. & Vazifehdust, H. (2014). *Effect of Brand Equity On Consumer Purchase Intention*.

Siswanto, D. . (2012). Pengaruh Persepsi Konsumen pada Strategi Green Marketing Terhadap Sikap Konsumen pada Green Product. *Skripsi. Universitas Muhammadiyah Surakarta*.

Sugiyono. (2012). Metode penelitian kuantitatif dan R & D. *Bandung: Alfabeta*.

Sugiyono. (2014). Statistika untuk penelitian. *Bandung : Alfabeta*.

Sugiyono, P. D. (2017). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D)*. CV Alfabeta.

Syahbandi, S. (Syahbandi). (2012). Implementasi Green Marketing melalui Pendekatan Marketing MIX, Demografi dan Pengetahuan terhadap Pilihan Konsumen (Studi The Body Shop Pontianak. *Jurnal Ekonomi, Bisnis Dan Kewirausahaan Untan*, 3(1), 10498. <https://doi.org/10.0/CSS/ALL.CSS>

Vlosky, R. P., Ozanne, L. K., & Fontenot, R. J. (1999). A conceptual model of US consumer willingness-to-pay for environmentally certified wood products.



*Journal of Consumer Marketing*, 16(2), 122–136.  
<https://doi.org/10.1108/07363769910260498/FULL/XML>

Wibowo, B. (2002). “Green Consumerism dan Green Marketing. *Perkembangan Perilaku Konsumen Dan Pendekatan Pemasaran*”. *Usahawan*, No. 6 Th XXXI Juni, Pp : 12-15.

Widya, E. P. (2016). *Analisis Sikap dan Pengetahuan Konsumen pada Green Product serta Pengaruhnya Terhadap Green Purchase Molto Ultra Sekali Bilas (Studi pada Masyarakat Kecamatan Lubuk Begalung)*.

Wu, S. & Chen, Y. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*. 6(5), 81-100. Doi:10.5539/Ijms.V6n5p81.

Yazdanifard, R., & Mercy, I. E. (2011). The Impact of Green Marketing on Customer Satisfaction and Environmental Safety. *Vol.5, p.637*.