

DAFTAR PUSTAKA

- Aaker. (2018). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Abdurrachman. (2004). ANALISIS FAKTOR-FAKTOR YANG MENIMBULKAN KECENDERUNGAN MINAT BELI KONSUMEN SARUNG (Studi Perilaku Konsumen Sarung di Jawa Timur). *Jurnal Manajemen dan Kewirausahaan*. 6(1).
- Aditya Halim P, A. S. (2020). *Brand Management Esensi, Posisi & Strategi*. Medan: Yayasan Kita Menulis.
- Aeker, D. A. (1991). *Managing Brand Equity: Capitalizing on The Value of a Brand*. New York: The Free Press.
- Agustin. (2015). Dampaknya Pada Keputusan Pembelian (Survei pada Konsumen Non-Member Tupperware di Kota Malang). *Jurnal Administrasi Bisnis*. 22(2).
- Ali, M. (2022). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environmentEn. *Environmental Science and Pollution Research* .
- Almuarief. (2016). Pengaruh Green Marketing terhadap Minat beli yang di Mediatis oleh (Studi pada Air Minum Falam Kemasan Ades). *Jurnal UNY*.
- Amran, H. (2012). The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable.
- Anindya, O., Aldiona, A., & Sukresna, I. M. (2021). THE EFFECT OF BRAND EQUITY ON REPURCHASE: CONCEPTUAL RESEARCH. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 5(2).
- Arikunto, S. (2011). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Cipta.
- Arsecularatne, D. (2014). How Green Marketing Can Create a Sustainable Competitive Advantage for A Business. *International Business Research*. 7(1), 130-137.
- Artates, J. R. (2022). Awareness of Green Marketing Practices and Its Relationship to Consumer Behavior in Food Service Industry. *International Journal of Science and Research (IJSR)*.

- Assael. (2002). *Consumer Behavior and Marketing Action. Fourth Edition*. Boston: PWS-Kent.
- Atkinson. (2007). Health, disability, caring, and employment : longitudinal analysis. *DWP Research*.
- Cahyadi, T. E., & Santoso, C. R. (2014). Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya. *iBuss Management*. 2(2).
- Chen, R. (2001). Determinants of Chinese Consumers' Green Purchase Behavio. *Psychological and Marketing*. 18(4), 389-413.
- Chen, S. (2019). An Exploration of Factors Influencing the Potential Customer'. *Commerce & Management Quarterly*. Vol.20, No.2, 109-130.
- Cobb-Walgren, e. a. (2020). Brand Equity, Brand Preference, and Purchase Intent. *Journal Advertising*.
- Connolly, J., & Prothero, A. (2008). Green Consumption: Life-politics, Risk and Contradictions. *Journal of Consumer Culture*, 8(1), 117-145.
- Dangelico, R. M., & Vocalelli, D. (2017). 'Green MarkeWing': an analysis of definitions, strategy, steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*. 165.
- Dilip D, e. a. (2021). The Influence of Brand Equity on Consumer Purchase Decisions at Starbucks. *International Journal of Accounting & Finance in Asia Pasific*.
- D'Souza, C. e. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*. Vol.31, Issue 4.
- Durianto. (2004). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramdia Pustaka Utama.
- Ekel Vareiana Christina (2014), Skripsi: Pengaruh Brand Equity Terhadap Minat Beli Produk Starbucks, Universitas Sanata Dharma
- Elkington, J. (1994). owards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development. *California Management Review*. 36, 90-100.

- Fitriyani, I. S. (2016). Green Packaging, Green Product, Green Advertising, Persepsi, dan Minat Beli Konsumen. *Jurnal Ilm. Kel. & Kons.*, 147-158.
- Fouladivanda, e. a. (2013). The Effect of Brand Equity on Consumer Buying Behavior in Term of FMCG in Iran. *Interdisciplinary Journal of Contemporary Research in Business*, 4, 94-955.
- Furquhar, P. H. (1989). Managing Brand Equity. *Marketing Research*.
- Gambaro, e. a. (2013). Influence of Subjective Knowledge, Objective Knowledge and Health Consciousness on Olive Oil Consumption—A Case Study. *Food and Nutrition Sciences*. Vol.4, No.4.
- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Yogyakarta: BPFE.
- Gong, e. a. (2021). GTR 2.0: gRNA-tRNA Array and Cas9-NG Based Genome Disruption and Single-Nucleotide Conversion in *Saccharomyces cerevisiae*. *ACS Synth Biol* 10(6).
- Grant, J. (2017). *The Green Marketing Manifesto*. Hoboken: John Wiley & Sons Ltd.
- Hanjani, G., & Widodo, A. (2019). Consumer Purchase Intention: The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company. *Jurnal Sekretaris dan Administrasi Bisnis*. Vol.3, No.1.
- Hardani, N. H. (2020). *Metode Penelitian Kualitatif&Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu.
- Harwani, Y. (2017). Kepuasan Konsumen Tidak Selalu Membentuk Loyalitas. *Jurnal Manajemen*. Vol.21, No.3.
- Hasan, A. (2009). *Edisi Baru Marketing*. Yogyakarta: Media Pressindo.
- Horton. (2003). Green Distinctions: The Performance of Identity among Environmental Activist. *The Sociological Review* 51(2), 63-77.
- Indriyani, S. (2017). The Effect Of Brand Equity On Customer's Retention Top White Coffee In Bandar Lampung. *Jurnal Darmajaya*.
- Jalilvand, e. a. (2011). The effect of brand equity components on purchase intention: an application of Aaker's model in the automobile industry.

- Karman, M. A. (2015). The Impact Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks. *iBuss Management Management*. Vol.3, No.2, 77-88.
- Keller, L. (1993). *How To Manage Brand Equity*. Jakarta: Gramedia.
- Kotler, P. (2008). *Dasar-Dasar Pemasaran*. Jakarta: Perbalindo.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12*. Jakarta: PT. Indeks.
- Kumar, P. (2016). State of Green Marketing Research Over 25 Years (1990-2014): Literature Survey and Classification. *In Marketing Intelligence and Planning (Vol.34, Issue 1)*, 137-158.
- Kuspriyono, T., & Nurelasari, E. (2018). Pengaruh Social Media Marketing Terhadap Customer Bonding dan Purchase to Intention. *Jurnal Humaniora Universitas Bina Sarana Informatika*. Vol.18, No.2.
- Kusuma, B. A., & Primadani, B. (2019). Pengaruh Social Media Marketing Terhadap Brand Equity. *JIM UPB*. Vol.7, No.1, 33-37.
- Laheri, V. K., Dangi, H., & Vohra, A. (2014). Green Marketing: Development of Construct and Its Evolution. *Asia-Pasific Journal of Management Research and Innovation*. 10(2), 147-155.
- Laroche, M. e. (2001). Targeting Consumers Who Are Willing to Pay More for Environmentally Friendly Product. *Journal of Consumer Marketing*. 18(6), 503-520.
- Luzio, J. P., & Lemke, F. (2013). Exploring green consumers' product demands and consumption processes: The case of Portuguese green consumers. *European Business Review*. 25(3).
- Maharani, V. N., Arifin, M. Z., & Fahimah, M. (2018). Pengaruh Green Marketing Dan Brand Equity Terhadap Purchase Intention Air Minum Dalam Kemasan Merek Aqua (Studi Pada Masyarakat Di Kabupaten Jombang). *In Journal of Educatio and Management Studies*. Vol.2, No.1, 66-77.
- Manongko, A. A. (2018). *Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behaviour)*. Minahasa Utara: Makaria.
- McCarthy. (2008). *Manajemen Pemasaran*. Jakarta: Salemba Empat.

Mirabi. (2015). A Study of Factors Affecting on Customers Purchase. *Jurnal of JMEST. Vol.2 Issue 1.*

Mongdong, V. G., & Tumewu, F. J. (2015). Analyzing The Effect of Marketing Mix, Service Quality and Brand Equity on Consumer Buying Decisions in Indomaret Manado. In *Jurnal EMBA. Vol.3, Issue 2.*

Mostafa, M. M. (2007). Gender Differences in Egyptian Consumers' Green Purchase Behaviour: The Effects of Environmental Knowledge, Concern and Attitude. *International Journal of Consumer Studies. 31*, 220-229.

Muniarti, e. a. (2013). *Alat-Alat Pengujian Hipotesis*. Semarang: Universitas Katolik Soegijapranata.

Negahdari, A. (2018). Relationships of Brand Awareness, Brand Association and Perceived Quality with Brand Loyalty and Repurchase Intention. *Case Studies Journal. 7(1)*.

Neviana. (2010). Triple Bottom Line: Lebih dari Sekedar Profit.

Nopa Tiady (2014), Skripsi: Pengaruh Brand Community dan Brand Awareness Terhadap Brand Loyalty Sepeda Motor Honda (Studi Kasus Pada Klub Tiger Association Bandung), Widyatama

Pathak, G. S., & Yadav, R. (2017). Determinants of Consumers Green Purchase Behavior In a Developing Nation: Applying and Extending The Theory of Planned Behavior. *Ecological Economics. 134*, 114-122.

Peattie, K. (2001). Golden goose or wild goose? The hunt for the green consumer. *Business Strategy and The Environment. Vol.10, Issue 4*, 187-199.

Polat, A. S., & C. B. C. (2021). The Mediating Role of Brand Love in the Relationship Between ConsumerBased Brand Equity and Brand Loyalty: a Research on Starbucks. *Journal of Tourism and Services.*

Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal.*

Prasanth, V. S., Jyothsna, M., & Kumari, N. A. (2018). Consumer Buying Preference Based On Green Marketing And Green Product Development. *International Journal of Advanced Multidisciplinary Scientific Research. 1(7)*, 89-98.

Precylia R, e. a. (2015). Pengaruh strategi Green Marketing terhadap Keputusan Pembelian dengan Citra Merek sebagai Variabel Intervening pada Produk Air Minum dalam Kemasan, Aqua di Manado. *Jurnal EMBA*.

Priansa, D. J. (2021). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: CV. Alfabeta.

Rizqiningsih, D. U. (2021). Pengaruh Green Marketing dan Service Quality terhadap Loyalitas Pelanggan dengan Customer Satisfaction sebagai Variabel Intervening pada Starbucks Coffee Kota Surabaya. *Jurnal Samudra Ekonomi dan Bisnis*. Vol.12, No.2.

Resi Dimilna (2022), Skripsi: Pengaruh Green Marketing Terhadap Minat Beli Konsumen Pada Produk Ecobag di Indomaret (Studi Pada Indomaret Nusa Indah Kota Jambi), Universitas Islam Negeri Sulthan Thana Saifuddin Jambi.

Rosenbaum, M., & Anthony, I. (2015). Green marketing Programs as Strategic Initiatives in Hospitality. *Journal of Service Marketing*. Vol.29 Issue 2.

Salsabila, H., & Hasbi, I. (2022). Pengaruh Brand Equity terhadap Minat Beli pada Produk Kosmetik Pixy di Kota Bandung. *Jurnal Mira'i Manajemen*. 7(1), 203-213.

Samuel, J. A. (2014). Pengaruh Satisfaction dan Trust terhadap Minat Beli Konsumen (Purchase Intention) di Starbucks The Square Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1-10.

Sari, V. J., & Purwantoro. (2019). Pengaruh Dimensi Green Marketing dan Dimensi Brand Image Terhadap Keputusan Pembelian. *HIRARKI: Jurnal Ilmiah Manajemen dan Bisnis*. Vol.1, No.1.

Sari. K. (2021). Skripsi: Pengaruh Brand Equity dan Advertising Terhadap Minat Beli dengan Brand Ambassador sebagai Variabel Moderasi (Studi Pada Aplikasi Ruangguru di Kota Makassar). Universitas Islam Negeri Alauddin Makassar.

Sartika, D. (2017). Analisis Faktor-faktor Yang Mempengaruhi Minat Beli Ulang Produk You C 1000 Serta Dampaknya Terhadap Loyalitas Konsumen. *Jurnal Penelitian Ekonomi dan Bisnis*.2(1).

Schiffman, L., & Wisenbit, J. (2015). *Consumer Behavior Edisi 11 Global*. Englan: Pearson Education Ltd.

- Setyaningrum, A. (2015). *Prinsip-Prinsip Pemasaran*. Yogyakarta: Andi.
- Siaisia, I. C., & Sumartini, A. R. (2020). Peran Preceived Value dalam memediasi Pengaruh Green Marketing Terhadap Loyalitas (Studi pada pengguna tumbler Starbucks Coffee di Kota Denpasar). *Widya Manajemen. Vol.2, No.1*.
- Silvia, e. a. (2014). Dampaknya Pada Keputusan Pembelian (Survei Pada Konsultan Independen di Oriflame Cabang Surabaya). *Jurnal Administrasi Bisnis. 14(1)*.
- Singh, P. (2010). Green Marketing: Opportunity for Innovation and Sustainable Development.
- Sudaryono. (2016). *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: Andi.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: PT. Alfabet.
- Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Sukardi. (2015). *Metodologi Penelitian Pendidikan*. Jakarta: PT. Bumi Aksara.
- Sukmadinata. (2006). *Metode Penelitian Kualitatif*. Bandung: Graha Aksara.
- Tjiptono, F. (1997). *Strategi Pemasaran*. Yogyakarta: Andi.
- Tjiptono, F. (2012). *Strategi Pemasaran ed.3*. Yogyakarta: Andi.
- Tjiptono, F. (2017). *Pemasaran Jasa*. Banyuwangi: Banyumedia.
- 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. Vol.56*.
- Wardani , A. T. (2019). *Manajemen Pemasaran*. Yogyakarta: CV. Budi Utama.
- Wibowo, A. (2007). *Penanganan Sampah Terpadu*. Jakarta.
- Wijaya, & Nurcaya. (2017). Kepuasan Pelanggan Memediasi Kualitas Produk dan Kewajaran Harga terhadap Loyalitas Merek McDonalds di Kota Denpasar. *Jurnal Manajemen Universitas Udayana*.

- Windiana, L., Bakhtiar, A., Kurniasih, V., & Basamah, S. (2020). The Effect of Green Marketing toward the Consumers Buying Interest of Starbucks Coffe Mediated By Brand Image. *HABITAT*. 31(1), 36-41.
- Wood, L. (2000). Brands and Brand Equity: Definition and Management. *Management Decision*. Vol.38, No.9, 662-669.
- Wu, S., & Chen, Y. J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *Intenational Journal of Marketing Studies*. 6(5).
- Yazdanifard, R., & Igbazua, E. M. (2015). The Impact of Green Marketing on Customer Satisfaction and Environmental Safety. *International Conference on Computer Communication and Management*.