

## DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Adam Hayes. (2022). *Multicollinearity: Meaning, Examples and FAQ*. Investopedia. <https://www.investopedia.com/terms/m/multicollinearity.asp>
- Alamsyaha, D. P., Othmanb, N. A., & Mohammedc, H. A. A. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10, 1961–1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence & Planning*, 40(3), 310–327. <https://doi.org/https://doi.org/10.1108/MIP-11-2018-0543>
- Annual Report Eiger*. (2021).
- Arviani, F. N. (2022). *Green Marketing: Pengertian, Tujuan, Komponen dan Manfaatnya*. Lindungihutan. <https://lindungihutan.com/blog/green-marketing/>
- Baiquni, A. M., & Ishak, A. (2019). The green purchase intention of Tupperware products: the role of green brand positioning. *Jurnal Siasat Bisnis*, 23(1), 1–14. <https://doi.org/10.20885/jsb.vol23.iss1.art1>
- Basallama, D., & Ariyanti, M. (2023). The Influence of Reference Group on Purchase Decision of Iphone Products With Lifestyle as A Moderating Variable (Case Study: Iphone Product Users In Indonesia). *Jurnal Manajemen Indonesia*, 23(1), 73–82. <https://doi.org/10.25124/jmi.v23i1.4178>
- Butt, A., Naeem, M. S., Ali, P. I., & Salman Hameed. (2022). Impact of Firms' Greenwashing Practices on Customer Green Trust and Green Brand

Attachment: Pakistan`s Home Appliances Consumers` Perspective.  
*PAKISTAN BUSINESS REVIEW*, 24(1).  
<https://doi.org/https://doi.org/10.22555/pbr.v24i1.684>

Cicilia, M. (2021). *Eiger mulai fokus kembangkan produk “sustainable.”*  
Antaranews.Com. <https://www.antaranews.com/berita/2045834/eiger-mulai-fokus-kembangkan-produk-sustainable>

Davey, L. (2023). *Green Marketing: Interesting Statistics and Research Notes.*  
<https://www.givz.com/blog/green-marketing-research>

Devista, L., & Ekasari, A. (2022). *Consequences of Green Brand Equity.*

Educativa, A. (2023). *Mempelajari Metode Suksesif Interval (Method of Successive Intervals) untuk Transformasi Data.* Educatuva.Id.  
<https://educativa.id/2023/08/22/mempelajari-metode-suksesif-interval-method-of-successive-intervals-untuk-transformasi-data/>

Efridaningsih, R. (2023). *Digemari Pecinta Alam, Begini Cara Mulai Bisnis Perlengkapan Outdoor.* UKMINDONESIA.ID. <https://ukmindonesia.id/baca-deskripsi-posts/digemari-pecinta-alam-begini-cara-mulai-bisnis-perengkapan-outdoor>

Evan, F. (2022). *Multivariate Analysis – Structural Equation Model (SEM – PLS).*  
<https://sis.binus.ac.id/2022/04/27/multivariate-analysis-structural-equation-model-sem-pls/>

Fajri, D. L. (2022). *Kuesioner Adalah Metode Pengumpulan Data, Berikut Jenis dan Contohnya.* Katadata.Co.Id.  
<https://katadata.co.id/agung/berita/62b9f04590193/kuesioner-adalah-metode-pengumpulan-data-berikut-jenis-dan-contohnya>

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program.* BP Universitas Diponegoro.

Gilang. (2022). *Pengertian Green Marketing: Tujuan, Komponen, Manfaat dan*

- Contoh Penerapan.* Gramedia.Com.  
<https://www.gramedia.com/literasi/pengertian-green-marketing/>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publishing.
- Hardi, M. (2022). *Pengertian Green Marketing: Tujuan, Komponen, Manfaat dan Contoh Penerapan.* <https://www.gramedia.com/literasi/pengertian-green-marketing/>
- Hayes, A. (2023). *What Is Greenwashing? How It Works, Examples, and Statistics.* <https://www.investopedia.com/terms/g/greenwashing.asp>
- Hong, Z., & Guo, X. (2018). Green product supply chain contracts considering environmental responsibilities. *Omega*, 83, 155–166. <https://doi.org/https://doi.org/10.1016/j.omega.2018.02.010>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99. <https://doi.org/https://doi.org/10.1016/j.ijhm.2021.103050>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. refika Aditama.
- Ishaq, M. I., & Di Maria, E. (2020). Sustainability countenance in brand equity: A critical review and future research directions. *Journal of Brand Management*, 27, 15–34.
- Issock, P. B. I., Mpinganjira, M., & Roberts-Lombard, M. (2020). Modelling green customer loyalty and positive word of mouth: Can environmental knowledge make the difference in an emerging market? *International Journal of Emerging Markets*, 15(3), 405–426. <https://doi.org/https://doi.org/10.1108/IJOEM-09-2018-0489>
- Kamiya, A. S. M., Hernandez, J. M. D. C., Xavier, A. K. S., & Ramos, D. B. (2018).

- The importance of brand attachment for adherence to causes of corporate social responsibility. *Revista de Administração de Empresas*, 58(6), 564–575.
- Karyawan, M. A., Nurhadi, M., Puspitaningrum, A. C., & Prasetya, M. S. (2023). Structural Model Kekuatan Kualitas Website dalam Membangun Citra Perguruan Tinggi. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 5(3), 224–233. <https://doi.org/https://doi.org/10.47233/jteksis.v5i3.857>
- Khandelwal, U., Kulshreshtha, K., & Tripathi, V. (2019). Importance of Consumer-based Green Brand Equity: Empirical Evidence. *Paradigm: A Management Research Journal*, 23, 83–97. <https://doi.org/10.1177/0971890719844428>
- Kotler, P., & Armstrong, G. (2018). *Principles of MARKETING*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Erlangga.
- Kuara, W., & Nasution, M. P. (2020). ANALISIS KEPUTUSAN PEMBELIAN KONSUMEN DALAM MEMBELI MINYAK GORENG MEREK SUNCO. *Agriprimatech*, 3.
- Kurnia, P. R., Narda, L., & Pentasitio, R. (2022). Green Marketing Communication Affect Brand Image and Customer Purchase Desire? *Jurnal Aplikasi Management Dan Bisnis*, 8(3), 697–710. <https://doi.org/https://doi.org/10.17358/jabm.8.3.697>
- Kurniasari, D. (2022). *Ragam Teknik Analisis Data Deskriptif Kualitatif vs Kuantitatif*. Dqlab.Id. [https://dqlab.id/ragam-teknik-analisis-data-deskriptif-kualitatif-vs-kuantitatif#:~:text=1.-,Apa Itu Analisis Deskriptif%3F,bentuk yang lebih mudah dipahami.](https://dqlab.id/ragam-teknik-analisis-data-deskriptif-kualitatif-vs-kuantitatif#:~:text=1.-,Apa%20Itu%20Analisis%20Deskriptif%3F,bentuk%20yang%20lebih%20mudah%20dipahami.)
- Lazer, W. (1969). Marketing's changing social relationships. *Journa of Marketing*, 33(1), 3–9.
- Li, J., Sun, X., & Canwei Hu. (2022). The Role of Skepticism and Transparency in Shaping Green Brand Authenticity and Green Brand Evangelism. *Brand Management and Innovation Management in the Age of Sustainable*

*Development*, 14(23). <https://doi.org/https://doi.org/10.3390/su142316191>

Mehdikhani, R., & Valmohammadi, C. (2022). The effects of green brand equity on green word of mouth: the mediating roles of three green factors. *Journal of Business and Industrial Marketing*, 37(2), 294–308. <https://doi.org/10.1108/JBIM-03-2020-0166>

Mogaji, E. (2021). *Brand management*. Palgrave Macmillan.

Mogaji, E., Adisa, O. A., Isaiah, E., R. H., & Kirgiz, C. M. A. C. (2022). *Green Marketing in Emerging Economies*. Palgrave Macmillan.

Muhson, A. (2022). *Analisis Statistik: Path Analysis, Confirmatory Factor Analysis, & Structural Equation Modeling Dengan Smart PLS*. Program Pasca Sarjana Universitas Negeri Yogyakarta.

Mumpuni, W. P., Ngatno, & Widiartanto. (2023). Pengaruh Green Product dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Melalui Brand Image Sebagai Variabel Intervening (Studi pada Generasi Z Konsumen Skincare Garnier di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(3), 758–769. <https://ejournal3.undip.ac.id/index.php/jiab>

Musyaffi, A. M., Khairunnisa, H., & Respadi, D. K. (2021). *Konsep Dasar Structural Equation Model- Partial Least Square (SEM-PLS) Menggunakan SmartPLS*. Pascal Book.

Naftali, Y. (2024). *HTMT (Heterotrait-Monotrait ratio)*. Yohanli.Com. <https://yohanli.com/htmt-heterotrait-monotrait-ratio/>

Nurjamin, A. K., & Ariyanti, M. (2022). *Do Males Share the Same Criteria as Females in Determining their Skincare Needs? A study of Consumers ' Behavior*. 2820–2828.

Puranda, N. R., Ariyanti, M., & Ghina, A. (2022). The Effect of E-Service Quality on E-Loyalty With E-Satisfaction as an Intervening for GoFood Application Users. *Italienisch*, 12(218–226).

<https://doi.org/https://doi.org/10.5281/zenodo.6699115>

Putri, N. A. E., & Hayu, R. S. (2024). The Influence Of Environmental Knowledge, Green Product Knowledge, Green Word Of Mouth, Green Washing, and Green Confusion Asmediator Of Green Purchase Intention. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1), 459–476.  
<https://doi.org/https://doi.org/10.37676/ekombis.v12i1>

RepRisk. (2023). *RepRisk data shows increase in greenwashing with one in three greenwashing public companies also linked to social washing*.  
<https://www.reprisk.com/news-research/news-and-media-coverage/reprisk-data-shows-increase-in-greenwashing-with-one-in-three-greenwashing-public-companies-also-linked-to-social-washing>

Rinaldi, M. A. D. N., Millanyani, H., & Trianasari, N. (2024). The Effect of Social Media Marketing Activities Through Brand Awareness and Brand Image on Brand Loyalty and Emotional Attachment in Traveloka. *International Journal of Science, Technology and Management*, 5(1), 263–273.  
<https://doi.org/https://doi.org/10.46729/ijstm.v5i1.1061>

Ringle, C. M., Wende, Seven, & Becker, J.-M. (2022). *SmartPLS 4*.

Rizky, M. (2024). *Bagaimana Eiger Menjadi Merek Outdoor Favorit di Indonesia? Ini Jawabannya*. Pitutur.Id.  
<https://www.pitutur.id/lifestyle/1403685349/bagaimana-eiger-menjadi-merek-outdoor-favorit-di-indonesia-ini-jawabannya>

Samsu. (2017). *METODE PENELITIAN: (Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research & Development)*. Pusat Studi Agama dan Kemasyarakatan.

Sekaran, U., Bougie, R. (2010). *Research Method for Business A Skill Building Approach (5th Edition)*. John Wilet & Sons Ltd.

Sharma, N. K., & Kushwaha, G. S. (2019). Eco-labels:A tool for green marketing or just a blind mirror for consumers. *Electronic Green Journal*, 42, 1–22.

- Sinuhaji, J. (2019). *Wajib Kenal, Dua Organisasi Pecinta Alam yang Menjadi Pelopor Dunia Petualangan di Indonesia*. PikiranRakyat.Com. <https://www.pikiran-rakyat.com/belia/pr-01328216/wajib-kenal-2-organisasi-pecinta-alam-yang-menjadi-pelopor-dunia-petualangan-di-indonesia>
- Siregar, K. R., Rachmawati, I., Millanyani, H., & Esperanza, M. (2022). IPMA ANALYSIS OF ACCEPTANCE OF USE OF LEARNING MANAGEMENT SYSTEM (LMS). *Jurnal Sositoteknologi*, 21(1), 60–69. <https://doi.org/https://doi.org/10.5614/sostek.itbj.2022.21.1.7>
- Sitoresmi, A. R. (2021). *Cara Uji Validitas Data dalam Penelitian, Pelajari Langkah-langkahnya*. Liputan6.Com. <https://hot.liputan6.com/read/4673926/cara-uji-validitas-data-dalam-penelitian-pelajari-langkah-langkahnya>
- Solimun. (2017). Penguatan Confirmatory Research : Pemodelan Persamaan Struktural Pendekatan WarpPLS. In *Universitas Brawijaya*.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*. Alfabeta.
- Sukemi, & Trisnawati, T. (2021). ANALISIS CONFIRMATORY FACTOR ANALYSIS (CFA) DAN EXPLORATORY FACTOR ANALYSIS (EFA) PADA PENGEMBANGAN INSTRUMEN MOTIVASI BELAJAR SEKOLAH DASAR. *Academic Journal of Mathematics Learning and Education*, 2(2), 1–8.
- Verdian, E. (2019). ALISIS FAKTOR YANG MERUPAKAN INTENSI PERPINDAHAN MEREK TRANSPORTASI ONLINE DI SURABAYA. *AGORA*, 7.