

DAFTAR PUSTAKA

- [1] N. U. Ramadhani, B. M. Wibawa, and J. Gunawan, “Analisis Sikap Konsumen Perempuan terhadap Produk Green Skincare: Pendekatan Multiatribut Fishbein,” *J. Sains dan Seni ITS*, vol. 8, no. 1, 2019.
- [2] D. S. Wijayanti and S. Hartini, “Pengaruh Theory Of Planned Behavior Terhadap Green Purchase Intention Konsumen Pria Pada Produk Green Skin Care,” *J. Arthavidya*, vol. 21, no. 1, pp. 47–57, 2019.
- [3] C. D. Sekartaji, C. S. Tjandra, and B. Andriyani, “Pengaruh Sosial, Bauran Promosi, Kondisi Ekonomi dan Keuangan, serta Green Skincare Lifestyle Terhadap Keputusan Pembelian Green Skincare Product,” *Jurnal Ekon. dan Kewirausahaan*, vol. 22, no. 4, pp. 328–336, 2022.
- [4] I. Weddy and V. Febrya, “Penggunaan ‘Green Cosmetic’ dalam Mewujudkan Perilaku Kesadaran Lingkungan,” *Ilmu Lingkung.*, vol. 10, no. 2, pp. 199–203, 2016.
- [5] A. S. Huda Nuril, “Model Green Purchase Behavior Berbasis Theory Of Planned Behavior,” *Sains Manaj. dan Kewirausahaan*, vol. 2, no. 1, pp. 51–60, 2018.
- [6] N. Cahyani and I. Wardana, “Peran Green Trust Dalam Memediasi Pengaruh Green Product Perception Terhadap Green Repurchase Intention,” *E-Jurnal Manaj. Univ. Udayana*, vol. 6, no. 6, p. 253895, 2017.
- [7] R. Amalia and D. S. Rozza, S.E., M.M., “Analisis Pengaruh Halal Awareness, Religiusitas, Gaya Hidup, dan Viral Marketing terhadap Keputusan Pembelian Produk Skincare dan Kosmetik Halal (Studi pada Generasi Z di DKI Jakarta),” *Account*, vol. 9, no. 2, pp. 1680–1690, 2022.
- [8] D. B. Ginting, “Structural Equation Model,” *Enycl. Biopharm. Stat.*, vol. 8, no. 3, pp. 1300–1305, 2010.
- [9] N. Minh and D. Nguyen, “Factors-influencing-Finnish-Generation-Z-consumer-behaviors,” 2020.
- [10] M. Ridwan, S. AM, B. Ulum, and F. Muhammad, “Pentingnya Penerapan Literature Review pada Penelitian Ilmiah,” *J. Masohi*, vol. 2, no. 1, p. 42, 2021.

- [11] C. L. Hsu, C. Y. Chang, and C. Yansritakul, "Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity," *J. Retail. Consum. Serv.*, vol. 34, no. August 2016, pp. 145–152, 2017.
- [12] N. D. Pramesti, "Pengaruh Persepsi Nilai Hijau, Persepsi Resiko Hijau Dan Kepercayaan Hijau Terhadap Niat Pembelian Hijau Pada Konsumen Muda The Body Shop Di Yogyakarta," 2020.
- [13] M. Nikmah and S. Hartini, "Pengembangan Theory of Planned Behavior pada Keputusan Pembelian Green Product," *J. Ris. Manaj. dan Bisnis Fak. Ekon. UNIAT*, vol. 5, no. 2, pp. 85–96, 2020.
- [14] I. Widiarsa and E. Sulistyawati, "Peran Keunggulan Kompetitif Memediasi Pengaruh Green Marketing Terhadap Keputusan Pembelian (Studi Pada Perusahaan Earth Café di Seminyak)," *E-Jurnal Manaj. Univ. Udayana*, vol. 7, no. 7, p. 3442, 2018.
- [15] D. Restika, "Pengaruh Sikap Terhadap Proses Keputusan Konsumen Dalam Menggunakan Kosmetik Korea," 2018.
- [16] W. Khairunnisa, "Advertising, Dan Green Packaging Terhadap Keputusan Pembelian Produk Love Beauty And Planet," 2021.
- [17] S. F. Persada, S. C. Lin, R. Nadlifatin, and M. Razif, "Investigating the citizens' intention level in environmental impact assessment participation through an extended theory of planned behavior model," *Glob. Nest J.*, vol. 17, no. 4, pp. 847–857, 2015.
- [18] Z. Putlely, Y. A. Lesnussa, A. Z. Wattimena, and M. Y. Matdoan, "Structural Equation Modeling (SEM) untuk Mengukur Pengaruh Pelayanan, Harga, dan Keselamatan terhadap Tingkat Kepuasan Pengguna Jasa Angkutan Umum Selama Pandemi Covid-19 di Kota Ambon," *Indones. J. Appl. Stat.*, vol. 4, no. 1, p. 1, 2021, doi: 10.13057/ijas.v4i1.45784.
- [19] N. Purwanto, "Variabel Dalam Penelitian Pendidikan," *J. Teknodik*, vol. 6115, pp. 196–215, 2019.
- [20] S. Haryono and P. Wardoyo, *Structural Equation Modeling*. 2008.
- [21] J. Chin, B. C. Jiang, I. Mufidah, S. F. Persada, and B. A. Noer, "The investigation of consumers' behavior intention in using green skincare

- products: A pro- environmental behavior model approach,” *Sustain.*, vol. 10, no. 11, 2018.
- [22] G. C. PUSPITA, “Investigasi Keinginan Konsumen Wanita Membeli Produk Green Skincare Dengan Model Pro- Environmental Planned Behavior,” 2017.
- [23] R. Nadlifatin, S. C. Lin, Y. P. Rachmaniati, S. F. Persada, and M. Razif, “A pro-environmental reasoned action model for measuring citizens’ intentions regarding ecolabel product usage,” *Sustain.*, vol. 8, no. 11, 2016.
- [24] V. Yuliasari, L. Kusdiby, and ..., “Strategi Digital Untuk Meningkatkan Minat Beli Produk Green Skincare,” ... *Res. Work. ...*, pp. 13–14, 2022.
- [25] A. O. Siagian and Y. Cahyono, “Strategi Pemulihan Pemasaran UMKM di Masa Pandemi Covid-19 Pada Sektor Ekonomi Kreatif,” *J. Teknol. Dan Sist. Inf. Bisnis*, vol. 3, no. 1, pp. 206–217, 2021.
- [26] P. R. Mardius, S. Sulastri, M. S. Shihab, and Y. Yuliani, “Eco-label, kepedulian lingkungan, dan perilaku pembelian hijau: Sebuah sudut pandang Generasi Z tentang semen ramah lingkungan,” *J. Manaj. Maranatha*, vol. 22, no. 2, pp. 193–202, 2023.
- [27] J. Paul, A. Modi, and J. Patel, “Predicting green product consumption using theory of planned behavior and reasoned action,” *J. Retail. Consum. Serv.*, vol. 29, pp. 123–134, 2016.
- [28] R. Nadlifatin, S. C. Lin, S. F. Persada, and M. Razif, “Investigating the behavior of citizens to use ict in environmental impact assessment (EIA),” *Open Access J. Inf. Syst.*, vol. 2015, pp. 10–15, 2015.
- [29] A. E. Wibowo, “Analisis Faktor – Faktor Yang Mempengaruhi Behavioural Intention,” *J. Elektron. Rekam. (Riset Ekon. Bid. Manaj. dan Akuntansi)*, vol. 5, no. 2, pp. 32–43, 2010.
- [30] L. Salim and C. Rismawati, “Generation Z Purchase Intention on Environmental and Green Cosmetic Product,” *J. Ris. Jakarta*, vol. 13, no. 2, pp. 33–42, 2020.
- [31] A. B. W. Hair J, Anderson R, Babin B, *Multivariate Data Analysis*. Australia, 2010.
- [32] R. S. Syani, F. Tentama, and A. M. Diponegoro, “Validitas dan Reliabilitas

- Konstruk Skala Kepuasan Kerja Guru,” *J. Penelit. dan Pengukuran Psikol.*, vol. 10, no. 2, pp. 91–99, 2021.
- [33] D. P. MacKinnon, C. M. Lockwood, and J. Williams, “Confidence limits for the indirect effect: Distribution of the product and resampling methods,” *Multivariate Behav. Res.*, vol. 39, no. 1, pp. 99–128, 2004.
- [34] G. C. Puspita, N. B. A, and P. S. F, “Investigasi Keinginan Konsumen Wanita Membeli Produk Green Skincare dengan Model Pro-Environmental Planned Behavior,” *J. Sains dan Seni ITS*, vol. 6, no. 2, 2017.
- [35] K. Hariyanto, “Analisa Pengaruh Service Quality, Food Quality dan Perceived Value Terhadap Customer Loyalty Konsumen Restaurant Boncafe Manyar Kertoarjo Surabaya Dengan Customer Satisfaction Sebagai Variable Intervening,” *J. Strateg. Pemasar.*, vol. 4, no. 1, pp. 1–14, 2017.
- [36] S. Vania, “Behavior Generasi Milenial Di Indonesia,” *J. Manaj. dan Bisnis*, vol. 6, pp. 23–30, 2021.
- [37] J. James, “Sport , Business and Management : An International Journal Article information : Theory of Planned Behavior and Intention to Purchase Sport Team Licensed Merchandise,” vol. 77, no. June, pp. 549–556, 2016.
- [38] M. Vabø and H. Hansen, “Purchase intentions for domestic food: a moderated TPB-explanation,” *Br. Food J.*, vol. 118, no. 10, pp. 2372–2387, 2016.