

DAFTAR PUSTAKA

- Afeltra, G. (2021). The Evolution of Sustainable Innovation: From The Past to The Future. *European Journal of Innovation Management* Vol. 26 No. 2, 386-421.
- Akel, G. (2023). Theme Park Hotel Experience, Experiential Satisfaction and Behavioral Intention: Examination of Visitors Experiences. *Journal of Hospitality and Tourism Insight* Vol. 6 No. 3, 1419-1440.
- Alma, B. (2020). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung, Indonesia: Alfabeta.
- Arikunto, S. (2021). *Prosedur Penelitian*. Jakarta, Indonesia: Rineka Cipta.
- Armstrong, P. K. (2019). *Principles of Marketing*. Jakarta: Erlangga.
- Armutcu, B. (2023). Green Product Consumption Behaviour, Green Economic Growth and Sustainable Development: Unveiling The Main Determinants. *Emerald Publishing Limited*, 1750-6204.
- Bansal, H. S. (2005). "Migrating" to New Service Providers: Toward a Unifying Framework of Consumers Switching Behaviors. *Journal of The Academy of Marketing Science* Vol. 33 No. 1, 96-115.
- Brakus, S. J. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing* Vol. 73 No. 2, 1-11.
- Chang. (2013). Towards Green Trust: The Influences of Green Perceived Quality, Green Perceived Risk, and Green Satisfaction. *Management Decision* Vol. 51 No. 1, 63-82.
- Chang, C. H. (2011). The Influence of Corporate Environmental Ethics on Competitive Advantage: The Mediation Role of Green Innovation. *Journal of Business Ethics* Vol. 104 No. 3, 361-370.
- Chang, C. Y. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics* Vol. 114 No. 3, 489-500.
- Chang, Y. S. (2021). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*.
- Charter, M. (2002). Greener Marketing: A Global Perspective on Greening Marketing Practice. *Greenleaf Publishing*.

- Chen. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics* Vol. 3 No. 2, 307-319.
- Chen, Y. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision* Vol. 50 No. 3, 502-520.
- Chen, Y. S. (2017). The Influence of Excessive Product Packaging on Green Brand Attachment: The Mediation Roles of Green Brand Attitude and Green Brand Image. *Sustainability* Vol. 9 No. 4, 654-669.
- Cheng, W. (2017). A Study of Experiential Quality, Equity, Happiness, Rural Image, Experiential Satisfaction, and Behavioral Intentions for The Rural Tourism Industry in China. *International Journal of Hospitality & Tourism Administration* Vol. 18 No. 4, 393-428.
- Dabija, D. C. (2018). Enhancing Green Loyalty Towards Apparel Retail Stores: A Cross-Generational Analysis on An Emerging Market. *Journal of Open Innovation: Technology, Market, and Complexity* Vol. 4 No. 1, 1-16.
- Deng, Z. (2010). Understanding Customer Satisfaction and Loyalty: An Empirical Study of Mobile Instant Messages in China. *International Journal of Information Management* Vol. 30 No. 4, 289-300.
- Ehrenberg, A. S. (2004). Understanding Brand Performance Measures: Using Dirichlet Benchmarks. *Journal of Business Research*, 1307-1325.
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek*. Qiara Media.
- Ghozali. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang, Indonesia: Universitas Diponegoro.
- Giantari, I. G. (2020). Effects of Environmental Orientation, Green Marketing Mix and Social Capital on The Competitive Advantage of Real Estate Developers in Bali. *Emerald Publishing* Vol. 39 No. 2, 193-209.
- Goh, S. K. (2016). Linking Green Skepticism to Green Purchase Behavior. *Journal of Cleaner Production* Vol. 131, 629-638.
- Hair. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. USA: SAGE.
- Hair, J. (2019). *Multivariate Data Analysis*. UK: Cengage.
- Hartmann, P. (2005). Green Branding Effects on Attitude: Functional Versus Emotional Positioning Strategies. *Emerald Publishing* Vol. 23 No. 1, 9-29.

- Hazen, B. T. (2017). Remanufacturing for The Circular Economy: An Examination of Consumer Switching Behavior. *Business Strategy and The Environment* Vol. 26 No. 4, 451-464.
- Hojnik, R. (2019). Transition towards Sustainability: Adoption of Eco-Products among Consumers. *MDPI*.
- Huang, Y.-C. (2013). Effects of Green Brand on Green Purchase Intention. *Emerald Publishing* Vol. 32 No. 3, 250-268.
- Issock, P. B. (2019). Modelling Green Customer Loyalty and Positive Word of Mouth Can Environmental Knowledge Make The Difference in An Emerging Market? *International Journal of Emerging Markets* Vol. 15 No. 3, 405-426.
- Jeong, E. (2014). The Impact of Eco-Friendly Practices on Green Image and Customer Attitudes: An Investigation in a Cafe Setting. *International Journal of Hospitality Management* Vol. 41, 10-20.
- John Mowen, M. M. (2021). *Perilaku Konsumen*. Jakarta, Indonesia: Erlangga.
- Jung, L. H. (2012). *The Effect of Brand Experience on Brand Relationship Quality*. Academy of Marketing Studies Journal Vol. 16. No.1: 87-98.
- Kang, S. (2012). Investigating The Antecedents of Green Brand Equity: A Sustainable development Perspective. *Corporate Social Responsibility and Environmental Management* Vol. 19 No. 5, 306-316.
- Kaveh, M. (2012). The Application of European Customer Satisfaction Index (ECSI) Model in Determining The Antecedents of Satisfaction, Trust and Repurchase Intention In Five-Star Hotels In Shiraz, Iran. *African Journal of Business Management* Vol. 6 No. 1, 6103-6113.
- Keng, C. J. (2013). "Relationships Among Brand Experience, Brand Personality, and Customer Experiential Value. *Contemporary Management Research* Vol. 9 No. 3, 247-262.
- Kevin Lane Keller, V. S. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity Fifth Edition*. United Kingdom: Pearson Education Limited.
- Kong. (2021). Professional and Green Consumer Behavior: Insights into Corporate Settings. *Springer*.
- Kotler, G. A. (2019). *Principles of Marketing*. Jakarta, Indonesia: Erlangga.
- Kusumawati, A. (2019). The Effect of Experience Quality on Customer Perceived Value and Customer Satisfaction and Its Impact on Customer Loyalty. *The TQM Journal* Vol. 32 No. 6, 1525-1540.

- Lake, A. L. (2009). *Consumer Behavior for Dummies*. New Jersey USE: Wiley.
- Lee, J. (2011). The Different Effects of Online Consumer Reviews on Consumers Purchase Intentions Depending on Trust in Online Shopping Malls: An Advertising Perspective. *Internet Research Vol. 21 No. 2*, 187-206.
- Lee, Y. H. (2019). Effect of Green Attributes Transparency on WTA for Green Cosmetics: Mediating Effects of CSR and Green Brand Concepts. *Sustainability Vol. 11 No. 1*, 5258-5277.
- Leonidou, C. N. (2017). Gray Shades of Green: Causes and Consequences of Green Skepticism. *Journal of Business Ethics Vol. 144 No. 2*, 401-415.
- Li, L. (2021). Green Innovation and Sustainability: New Evidence from Energy Intensive Industry in China. *International Journal of Environmental Research and Public Health Vol. 17 No. 1*, 1-18.
- Li, S. (2022). An Analysis of the Dimensional Constructs of Green Innovation in Manufacturing Enterprises: Scale Development and Empirical Testing. *Sustainability Vol. 14 No. 16919*.
- Liang, D. (2018). Pollution Avoidance and Green Purchase: The Role of Moral Emotions. *Journal of Cleaner Production*, 1301-1310.
- Lin, C. N. (2017). Understanding Users Switching Intentions and Switching Behavior on Social Networking Sites. *Aslib Journal of Information Management Vol. 69 No. 2*, 201-214.
- Lin, J. (2016). Green Brand Benefits and Their Influence on Brand Loyalty. *Emerald Publishing Vol. 35 No. 3*, 425-440.
- Liu, Y. (2014). Cognitive Dissonance, Social Comparison and Disseminating Untruthful or Negative Truthful e-wom Messages. *Social Behavior and Personality Vol. 42 No. 6*, 979-994.
- Mahmoud, M. A. (2024). Green Marketing Mix and Repurchase Intention: The Role of Green Knowledge. *Emerald Publishing Limited*, 2040-0705.
- Maranzano. (2022). The Role of Education and Income Inequality on Environmental Quality. *MDPI*.
- Martinez, P. (2015). Customer Loyalty: Exploring Its Antecedents From a Green Marketing Perspective. *International Journal of Contemporary Hospitality Management Vol. 27 No. 5*, 896-917.
- Martins, R. C. (2013). Factors Affecting Mobile Users Switching Intentions: A Comparative Study Between The Brazilian and German Markets. *BAR-Brazilian Administration Review Vol. 10 No. 3*, 239-262.

- Mourad, M. (2012). Perception of Green Brand in an Emerging Innovative Market. *Emerald Publishing Vol. 15 No. 4*, 514-537.
- Muflih, M. (2023). Green Loyalty of Islamic Banking Customers: Combined Effect of Green Practices, Green Trust, Green Perceived Value, and Green Satisfaction. *International Journal of Ethics and Systems*, 2514-9369.
- Ng, P. F. (2014). Antecedents of Green Brand Equity: An Integrated Approach. *Journal of Business Ethics Vol. 121 No. 2*, 203-215.
- Nysveen, H. (2018). Brand Satisfaction Exploring The Role of Innovativeness, Green Image and Experience in The Hotel Sector. *Emerald Publishing Vol. 30 No. 9*, 2908-2924.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing Vol. 63 No. 4*, 33-44.
- Ottman. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*.
- Ottman, J. (2011). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding. *Greenleaf Publishing*.
- Ottman, J. A. (2006). Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*.
- P. Kotler, G. A. (2019). *Principles of Marketing*. Jakarta, Indonesia: Erlangga.
- Paul Peter, J. C. (2020). *Consumer Behavior and Marketing Strategy*. Jakarta, Indonesia: Erlangga.
- Peattie, K. (2016). Towards Sustainability: The Third Age of Green Marketing. *The Marketing Review*, 129-146.
- Peattie, S. (2010). Sustainability Marketing: A Global Perspective. *John Wiley & Sons*.
- Philip Kotler, K. K. (2021). *Marketing Management*. Jakarta, Indonesia: Erlangga.
- Polonsky, M. J. (2005). Designing and Managing Green Marketing. *Business Strategy and The Environment*.
- Pratiwi, N. N. (2019). Peran Green Trust Memediasi Pengaruh Green Perceived Value dan Kepuasan Konsumen Terhadap Green Repurchase Intention. *E-Jurnal Manajemen Vol. 8 No. 12*, 7281-7305.

- Preacher. (2008). *Asymptotic and Resampling Strategies for Assessing and Comparing Indirect Effects in Multiple Mediator Models*. Behaviour Research Methods.
- Rizwan, M. (2013). An Empirical Study about Green Purchase Intentions. *Journal of Sociological Research* Vol. 5 No. 11, 290-305.
- Rosenberger, P. J. (2001). Reevaluating Green Marketing: A Strategic Approach. *Business Horizons*.
- Sahin, A. (2011). The Effects of Brand Experience, Trust, and Satisfaction on Building Brand Loyalty; An Empirical Research on Global Brands. *International Strategic Management Conference* Vol. 7 No. 1, 1288-1301.
- Sanchez-Sellero, P. (2022). How R&D Cooperation, R&D Expenditures, Public Funds and R&D Intensity Affect Green Innovation? *Technology Analysis and Strategic Management* Vol. 34 No. 9, 1095-1108.
- Sdrolia, E. (2019). A Comprehensive Review for Green Product Term: From Definition to Evaluation. *Journal of Economic Surveys* Vol. 33 No. 1, 150-178.
- Sekaran. (2009). *Research Methods for Business*. USA: John Wiley.
- Shanin, S. (2014). The Impacts of Relationship Marketing on Cognitive Dissonance, Satisfaction, and Loyalty: The Mediating Role of Trust and Cognitive Dissonance. *International Journal of Retail & Distribution Management* Vol. 42 No. 6, 553-575.
- Shukla, P. (2009). Impact of Contextual Factors, Brand Loyalty and Brand Switching on Purchase Decisions. *Journal of Consumer Marketing* Vol. 26 No. 5, 348-357.
- Singh, S. K. (2020). Green Innovation and Environmental Performance: The Role of Green Transformational Leadership and Green Human Resource Management. *Technological Forecasting and Social Change* Vol. 150 No. 1, 1-11.
- Sivadas, J. (2008). Customer Satisfaction, Perceived Risk and Affective Commitment: an Investigation of Directions of Influence. *Journal of Services Marketing* Vol. 22 No. 5, 353-362.
- Song, W. (2020). Environmental Innovation Practices and Green Product Innovation Performance: A Perspective from Organizational Climate. *Sustainable Development* Vol. 28 No. 1, 224-234.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung, Indonesia: Alfabeta.

- Suliyanto. (2023). *Metode Penelitian Bisnis untuk Skripsi, Tesis, dan Disertasi*. Yogyakarta, Indonesia: ANDI.
- Sutama, I. M. (2023). *Pembelajaran Menulis*. Yogyakarta, Indonesia: Pustaka Belajar.
- Swasta, B. (2021). *Manajemen Pemasaran*. Jakarta, Indonesia: Universitas Terbuka.
- Tan, B. C. (2010). Attitude Towards The Environment and Green Products: Consumers Perspective. *Management Science and Engineering Vol. 4 No. 2*, 27-39.
- Tjiptono, F. (2019). *Pemasaran*. Yogyakarta, Indonesia: ANDI.
- Tung, T. (2023). Effects of Brand Knowledge on Green Trust and Green Brand Equity: Multigroup Comparisons Based on Perceived Brand Greenness and Age. *Emerald Publishing Limited*, 1361-2026.
- Vaccaro, V. L. (2009). B2B Green Marketing and Innovation Theory for Competitive Advantage. *Emerald Publishing Vol. 11 No. 4*, 315-330.
- Verma, A. (2017). Green Marketing: A Study of Consumers Perception and Preferences in India. *International Journal of Management and Humanities*.
- Wang. (2022). Environmental Awareness among Urban Professionals. *MDPI*.
- Wang, W. (2022). How Do Business Achieve Sustainable Success and Gain a Competitive Advantage in The Green Era? *Emerald Publishing Vol. 52 No. 9*, 3241-3260.
- Weng, C. S. (2016). The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality. *Sustainability Vol. 7 No. 8*.
- Widodo. (2022). *Green Marketing Dalam Perspektif Bisnis*. Bandung, Indonesia: Refika Aditama.
- Widodo, A. (2021). *Metodologi Penelitian Penentuan Metode Dengan Pendekatan Partial Least Square - Structural Equation Modeling*. Bandung, Indonesia: Refika Aditama.
- Wong, A. (2023). How Green Sustainability Efforts Affect Brand-Related Outcomes. *Emerald Publishing Limited*, 1757-4323.
- Wong, S. K.-S. (2012). The Influence of Green Product Competitiveness on The Success of Green Product Innovation Empirical Evidence From The Chinese Electrical and Electronics Industry. *European Journal of Innovation Management Vol. 15 No. 4*, 468-490.

- Wu. (2017). What Drives Experiential Loyalty? A Case Study of Starbucks Coffee Chain in Taiwan. *British Food Journal Vol. 119 No. 3*, 468-496.
- Wu, H. C. (2016). Synthesizing The Effects of Experiential Quality, Excitement, Equity, Experiential, Satisfaction on Experiential Loyalty in The Golf Industry: The Case of Hainan Island. *Journal of Hospitality and Tourism Management Vol. 29*, 41-59.
- Wu, H.-C. (2018). What Drives Green Brand Switching Behavior? *Emerald Publishing Limited*, 0263-4503.
- Wu, S. I. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies Vol. 6 No. 5*, 81-100.