

DAFTAR PUSTAKA

- Amalia, R., Pratama, B., Komarudin, A., & Maulany, S. (2024). How *Green Product And Green Promotion Factors To Consider In Purchasing Decision? International Journal Of Humanities Education And Social Sciences*, 4(1), 266–275.
- Amelia, D., Setiaji, B., Jarkawi, J., Primadewi, K., Habibah, U., Peny, T. L., Rajagukguk, K. P., Nugraha, D., Safitri, W., Wahab, A., Larisu, Z., & Dharta, F. Y. (2023). Metode Penelitian Kuantitatif. In *Metpen*. <https://Penerbitzaini.Com/>
- Amin, A., Asnawi, A., & Victor, E. H. (2024). The Role Of *Brand Trust As A Mediation Variable Of The Influence Of Brand Image And Social Media Marketing On Purchase Decisions For Sariayu Martha Tilaar Cosmetics In Dobo City, Aru Island District. Jurnal Ekonomi*, 13(1), 2278–2290. <https://doi.org/10.54209/ekonomi.v13i01>
- Amirullah. (2022). Perilaku Konsumen Dan Pengambilan Keputusan Pembelian. *Akademika*, 20(2), 169–175. <https://doi.org/10.51881/Jak.V20i2.9>
- Anggraini, N., Yolandika, C., Utoyo, B., & Irawati, L. (2022). Proses Pengambilan Keputusan Konsumen Dalam Pembelian Produk Lada Di Provinsi Lampung. *Jurnal Agrisep*, 23(1), 43–51. <https://doi.org/10.17969/Agrisep.V23i1.26152>
- Ansori, M. (2020). *Metode Penelitian Kuantitatif* (A. U. Press (Ed.); 2nd Ed.). Airlangga University Press.
- Arviyanda, R., Fernandito, E., & Landung, P. (2023). Analisis Perbedaan Bahasa Dalam Komunikasi Antarmahasiswa. *Jurnal Harmoni Nusa Bangsa*, 1(1), 67. <https://doi.org/10.47256/Jhnb.V1i1.338>
- Aurellia, D., & Sidharta, H. (2023). Pengaruh *Brand Image Terhadap Keputusan Pembelian Melalui Brand Trust Sebagai Variabel Mediasi Pada Produk Skincare Lokal. Performa*, 8(1), 93–101. <https://doi.org/10.37715/Jp.V8i1.3054>
- Barreto, J. S., Dewi, L. K. C., & Ximenes, L. (2023). The Influence Of *Brand Image*

- And Product Quality On *Purchase Decisions* Of Packaged Drinking Water In Liquiça District, Dili-Timor Leste. *International Journal Of Multicultural And Multireligious Understanding*, 10(1), 332–340.
[Http://ijmmu.Comhttp://Dx.Doi.Org/10.18415/Ijmmu.V10i1.4399](http://ijmmu.comhttp://dx.doi.org/10.18415/ijmmu.V10i1.4399)
- Baruno, A., & Sari, W. S. K. (2022). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Pembelian Pada Produk Elektronik. *Jurnal Ilmiah Administrasi Bisnis Dan Inovasi*, 6(1), 1–14.
[Https://Doi.Org/10.25139/Jiabi.V6i1.4405](https://doi.org/10.25139/jiabi.V6i1.4405)
- Budianti, F., & Nurtjahjadi, E. (2023). Pengaruh *Green Product* Dan Persepsi Harga Terhadap Minat Beli Produk Tupperware (The Influence Of *Green Product* And Perceived Price On Interest In Buying Tupperware Products). *Jurnal Akuntansi, Keuangan, Dan Manajemen (Jakman)*, 4(3), 195–207.
[Https://Doi.Org/10.35912/Jakman.V4i3.1888](https://doi.org/10.35912/jakman.V4i3.1888)
- Chalil, R. D., Sari, J. D. P., Ulya, Z., & Hamid, A. (2020). *Brand, Islamic Branding, & Re-Branding “Peran Strategi Merek Dalam Menciptakan Daya Saing Industri Dan Bisnis Global.”* Cv. Rajawali Pers.
- Damayanti, A. (2023). *Meningkatkan Jumlah Pengunjung Wisata Sumber Karya Indah (Ski) Bogor Juni 2023 Meningkatkan Jumlah Pengunjung Wisata Sumber Karya Indah (Ski)*.
- Ersa Fadilla Darmawati Putri, Heri Prabowo, & Bayu Kurniawan. (2024). Pengaruh *Brand Image*, Harga Dan Promosi Terhadap Minat Beli Produk Kosmetik Wardah. *Lokawati : Jurnal Penelitian Manajemen Dan Inovasi Riset*, 2(3), 178–187. [Https://Doi.Org/10.61132/Lokawati.V2i3.875](https://doi.org/10.61132/Lokawati.V2i3.875)
- Erwin, Suade, Y. K. M., & Poernomo, W. (2021). Analyzing Digital Marketing, Green Marketing, Networking And Product Innovation On Sustainability Business Performance, Silk Cluster In Polewali- Mandar, West Sulawesi. *International Journal Of Economic, Business And Accounting Research (Ijebbar)*, 5(3).
- Fadilah, S. A., . A., & Wibawa, G. R. (2024). Pengaruh *Green Marketing Mix* Terhadap Keputusan Pembelian Amdk Le Minerale (Survei Pada Konsumen Air Mineral Dalam Kemasan Le Minerale Di Tasikmalaya). *Jurnal*

- Multidisiplin Dehasen (Mude)*, 3(3), 195–208.
<https://doi.org/10.37676/Mude.V3i3.6429>
- Faradhilla, D., Alimuddin, A., Suyono, J., & Widjanarko, B. (2024). *Brand Trust As Mediator For Interactivity , Informativeness , And Perceived Relevance In Purchase Decision. Innovation Research Journal*, 5(2), 196–207.
- Fauzi, F. A. F. M. F. (2023). Bagaimana Pemasaran *Green Marketing*, Promosi, Dan Kualitas Layanan Mempengaruhi Niat Membeli (Studi: Manna Kampus Godean). *Journal Of Management*, 4(1). <https://doi.org/10.37010/Jdc.V4i1Judicious>
- Febriana, D. A., & Purwanto, S. (2023). Pengaruh Kepercayaan Dan Daya Tarik Beauty Vlogger Terhadap Keputusan Pembelian Bedak Tabur Pixy. *Scientific Journal Of Reflection : Economic, Accounting, Management And Business*, 6(1), 151–160. <https://doi.org/10.37481/Sjr.V6i1.629>
- Firmansyah, F. P. E. P. M. D. (2019). Religiusitas, Lingkungan Dan Pembelian *Green Product* Pada Konsumen Generasi Z. *Jurnal Ekonomi Dan Bisnis Islam*, 15(1), 57–70. <https://ejournal.uin-malang.ac.id/index.php/ekonomi/article/view/5779/pdf>
- Fitriany. (2022). *Brand Image And Service Quality On Product Purchasing Decisions. Jurnal Economic Resources*, 5(2), 417–427.
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Square: Konsep, Teknik Dan Aplikasi Menggunakan Program Smartpls 4.0 Untuk Penelitian Empiris* (1st Ed.). Yoga Pratama.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. (2022). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications.
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing For Business* (Efitra (Ed.); 1st Ed.). Pt Sonpedia Publishing Indonesia.
- Iba, Z., & Wardhana, A. (2023). Metode Penelitian. In M. Pradana (Ed.), *Eureka Media Aksara* (1st Ed.). Eureka Media Aksara.
- Irfanita, M. Y., Listiana, E., & Juniwati. (2021). The Effect Of Environmental Awareness, *Green Product Knowledge And Product Quality On Trust And*

- The Impact On Purchasing Decisions (Study On Tupperware Product Consumers In Pontianak). *Equator Journal Of Management And Entrepreneurship (Ejme)*, 9(3), 165–176. <https://doi.org/10.26418/Ejme.V9i3.49216>
- Isra, M., Diah, W., & Ely, R. (2024). Manajemen Pemasaran: Konsep Dan Teori. In *Paper Knowledge . Toward A Media History Of Documents*.
- Jauhari, S. S. (2023). Produk *Fashion* Jadi Produk Yang Paling Banyak Dibeli Di Online Shop. Goodstats. <https://data.goodstats.id/statistic/produk-fashion-jadi-produk-yang-paling-banyak-dibeli-di-online-shop-wnrzx>
- Jeevandas, M. S. . L. D. N. S. V. (2019). Impact Of *Green Marketing* On Consumer Purchase Intention And Sustainable Development. *International Journal Of Innovative Technology And Exploring Engineering*.
- Kamila Insani. (2023). Peran United Nation Environment Programme (Unep) Sebagai Lembaga Lingkungan Hidup Internasional Dalam Pengelolaan Lingkungan Hidup. *Unes Law Review*, 6(2), 6075. <https://review-unes.com/index.php/law/article/view/1444>
- Kartawinata, B. R., Maharani, D., Pradana, M., & Amani, H. M. (2020). The Role Of Customer Attitude In Mediating The Effect Of *Green Marketing* Mix On *Green Product* Purchase Intention In Love Beauty And Planet Products In Indonesia. *Proceedings Of The International Conference On Industrial Engineering And Operations Management, August*, 3023–3033.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management “Building, Measuring And Managing Brand Equity.”* Pearson Education.
- Kotler, P., Keller, K. L., & Alexander, C. (2022). *Marketing Management* (16th Ed.). Pearson Education.
- Kristiyanti, M. (2023). *Metode Penelitian* (A. Dhanan (Ed.); 1st Ed.). Cv. Pustaka Stimar Amni Semarang.
- Kustini, N. I. (2011). Experiential *Marketing*, Emotional *Branding*, and *Brand Trust* and Their Effect on Loyalty on Honda Motorcycle Product. *Journal of Economics, Business and Accountancy Ventura*, 14, 19–28.
- Kusuma, I. (2024). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan

- Pembelian Produk Trichoderma Spp . Trichoplus Pt . Bisi Internasional Tbk .
(The Influence Of Promotional Mix And Price On The *Purchase Decision* For
The Trichoderma Spp . Product Of Trichoplus By Pt . *Jurnal Intelek Insan
Cendekia*, 1(6).
- Kusumah, F. M., & Permana, D. (2023). Analysis Of *Green Product* And *Green
Advertising* On *Purchase Decision* Of Aqua Products Mediated By *Green
Trust*. *International Journal Of Innovative Science And Research Technology*,
8(2), 2456–2165. [Www.Ijisrt.Com](http://www.Ijisrt.Com)
- Lathifah, N. A., Yunan, A., & Illah, A. (2023). Pengaruh *Green Product* Dan Word
Of Mouth (Wom) Di Era Eco-Friendly Terhadap Keputusan Pembelian
Melalui Minat Beli Sebagai Variabel *Intervening* Pada Konsumen Fore Coffee
Surabaya. *Lan Tabur: Jurnal Ekonomi Syari'ah*, 5(1), 158–180.
- Makhtuby, A. A., & Himmati, R. (2022). *Promotion Mix* Untuk Meningkatkan
Volume Penjualan Coffe Berbasis Take Away Pada Cafe Pesen Kopi Kota
Blitar. *Jurnal Cakrawala Ilmiah*, 1(12).
- 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 Admiinistrasi Bisnis*, 12(3),
758–769.
- Murniati, S. M., & Widodo, A. (2024). The Influence Of *Green Products* On
Purchase Decision Behavior In Generation Y And Z With *Green Knowledge*
As An *Intervening* Variable. *Jurnal Aplikasi Manajemen*, 22(1), 150–160.
<https://doi.org/10.21776/Ub.Jam.2024.022.01.12>
- Nanda, F. S. F. M. S. (2019). Pengaruh *Green Marketing Mix* Terhadap Keputusan
Pembelian (Studi Pada Konsumen The Body Shop Kota Bandung). *10th
Industrial Research Workshop And Nationsl Seminar*.
- Nasri, S., Karnit, L., Shamandour, M., & Khnouf, V. (2023). The Effect Of *Brand
Image* On Customer *Purchase Decision*. *Journal Of Service Innovation And
Sustainable Development*, 4(1), 59–71.
<https://doi.org/10.33168/Sisd.2023.0106>

- Nassè, D. T. B. (2021). The Concept Of Consumer Behavior: Definitions In A Contemporary Marketing Perspective. *International Journal Of Management & Entrepreneurship Research*, 3(8), 303–307. <https://doi.org/10.51594/Ijmer.V3i8.253>
- Nasution, L. (2023). Pengaruh *Green Product* Dan *Green Promotion* Terhadap Keputusan Pembelian Tupperware Pada Masyarakat Di Kecamatan Tapan Dolok. *Management Studies And Entrepreneurship Journal*, 4(5), 7487–7501. <http://journal.yrpiiku.com/index.php/msej>
- Nasution, R. U., & Aslami, N. (2022). Strategi Dalam Manajemen Pemasaran. *Transformasi Manageria: Journal Of Islamic Education Management*, 2(1), 21–35. <https://doi.org/10.47467/Manageria.V2i1.859>
- Nelly, Rahmi. Syamsuddin, N. Ikhbar, S. Nawir, M. (2021). Pengaruh *Green Product* Terhadap Keputusan Pembelian Pada Produk Air Minum di Kota Banda Aceh. *Jurnal Sosiohumaniora Kodepena Information Center for Indonesian Social Sciences*, 2(2), 2723–4726. <https://www.jsk.kodepena.org/index.php/jsk/article/view/76/62>
- Nurhalim, A. D. (2020). Pengaruh *Brand Image* Gojek Terhadap Loyalitas Konsumen (Studi Kasus Efek Covid-19 Konsumen Karawaci Tegal Baru Tangerang). *Jurnal Bina Manajemen*, 9(1), 17–29. <https://doi.org/10.52859/Jbm.V9i1.112>
- Pakan, E. D., & Purwanto, S. (2022). Pengaruh Beauty Influencer Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Facial Wash Garnier Di Surabaya. *Scientific Journal Of Reflection: Economic, Accounting, Management And Business*, 5(3), 764–772. <https://doi.org/10.37481/Sjr.V5i3.535>
- Porwani, S., & Rochmawati, B. (2021). Strategi Pemasaran Produk Halal Network International Dalam Meningkatkan Volume Penjualan Pada Pt. Herba Penawar Alwahida Indonesia Cabang Palembang 2. *Adminika*, 7(1).
- Pradana, M., & Wisnu, A. (2021). The Impacts Of Threat Emotions And Price On Indonesians' Smartphone Purchasing Decisions. *Journal Of Asian Finance, Economics And Business*, 8(2), 1017–1023.

<https://doi.org/10.13106/Jafeb.2021.Vol8.No2.1017>

- Pramezwary, A., Juliana, J., Winata, J., Tanesha, R., & Armando, T. (2021). *Brand Trust Dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Di Masa Covid-19*. *Jurnal Perspektif*, 19(1), 24–31. <https://doi.org/10.31294/Jp.V19i1.9376>
- Purbohastuti, A. W. (2021). Efektivitas Bauran Pemasaran Pada Keputusan Pembelian Konsumen Indomaret. *Jurnal Sains Manajemen*, 7. <https://doi.org/10.47467/Visa.V1i2.783>
- Putri, Y. A., Lukitaningsih, A., & Fadhillah, M. (2023). Analisis Online Consumer Reviews Dan *Green Product* Terhadap *Purchase Decision* Melalui Trust Sebagai Variabel *Intervening*. *Jurnal Pendidikan Ekonomi (Jurkami)*, 8(2), 334–346. <https://doi.org/10.31932/Jpe.V8i2.2464>
- Rachmad, Y. E., Sudarti, S., Turi, L. Ode, Fajariana, D. E., Kisworo, Y., Suryawan, R. F., Tanadi, H., Kusnadi, Susilawati, E., Yusran, R. R., Juminawati, S., Sukrisno, A., & Kutoyo, S. (2022). Manajemen Pemasaran. In S. S. Atmodjo (Ed.), *Eureka Media Aksara*. Eureka Media Aksara. <https://repository.penerbiteureka.com/publications/558183/Manajemen-Pemasaran>
- Rahmawati, N., & Azizah, N. (2022). Analisis Pengaruh *Green Product* Dan *Green Packaging* Terhadap *Brand Loyalty* Melalui *Brand Image* Sebagai Variabel *Intervening*. *Business Preneur: Jurnal Ilmu Administrasi Bisnis*. <http://117.74.115.107/index.php/Jemasi/article/download/532/154>
- Ramadhan, M. F. R., & Daulay, M. Y. I. (2024). Pengaruh *Brand Image*, Price Dansocial Media *Marketing* Terhadap *Purchase Decision* Pada Produk Sepatu Lokal Di Kota Bengkulu. *Jurnal Ilmiah Mea (Manajemen , Ekonomi , Dan Akuntansi)*, 8(1), 1485–1497.
- Riyanto, F. A. (2023). Pengaruh *Brand Experience* Dan *Brand Image* Terhadap *Brand Loyalty* Dengan *Brand Trust* Sebagai Variabel *Intervening*. *Jurnal Ilmiah Poli Bisnis*, 15(1), 65–84. <https://doi.org/10.30630/Jipb.V15i1.1071>
- Sa'diyah, S. S. Wrahatnolo, T. Joko, J. Francisca, Yulia. (2024). Pengujian Validitas dan Reliabilitas Instrumen Resilience Siswa SMK Teknik Ketenagalistrikan

- menggunakan PLS-SEM. *Jupiter: Publikasi Ilmu Keteknikan Industri, Teknik Elektro dan Informatika*. 2(4), 223-225.
- Sari, M. S., & Zefri, M. (2019). Pengaruh Akuntabilitas, Pengetahuan, Dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) Terhadap Kualitas Pengelola Dana Kelurahan Di Lingkungan Kecamatan Langkapura. *Jurnal Ekonomi*, 21(3), 311.
- Satria, M. I. Al, & Firmansyah, F. (2024). Pengaruh *Brand Image* Dan *Brand Trust* Terhadap Loyalitas Anggota. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (Mea)*, 8(1), 401–414. <https://doi.org/10.31955/Mea.V8i1.3690>
- Sierra, B. (2024). Why The Sustainable *Fashion* Conversation Needs Nuance. The Sustainable *Fashion* Forum. <https://www.thesustainablefashionforum.com/pages/the-nuanced-layers-of-sustainable-fashion?utm>
- Simarmata, M., Taufik, E. ., & Damarwulan, L. (2021). Mediasi Kepercayaan Konsumen Pada Hubungan Kualitas Produk Dan Persepsi Risiko Terhadap Keputusan Pembelian Di Marketplace (Survey Pada Mahasiswa Universitas Sultan Ageng Tirtayasa). *Jurnal Riset Bisnis Dan Manajemen Tirtayasa* , 5(1), 33–47. <https://jurnal.untirta.ac.id/index.php/jrbm>
- Sudaryanto, S., Bayu, P. A., Farid, A. M., & Hanim, A. (2024). The Influence Of *Green Products* And *Brand Image* On The *Purchase Decision* Of The Body Shop. *Journal Of Social Sciences*, 02(03), 143–150. <https://doi.org/10.61552/sjss.2025.03.002>
- Sukmaningrum, W. (2022). *Analisis Pengaruh Brand Image, Persepsi Harga Dan Promosi Terhadap Keputusan Pembelian (Studi Pada Konsumen Bandeng Duri Lunak Kharisma Semarang)*. 1–80.
- Sunyoto, D. (2019). *Dasar-Dasar Manajemen Pemasaran (Konsep, Strategi, Dan Kasus)*. Pt Buku Seru.
- Suriana, Rahmawati, & Ekawati, D. (2022). *Partial Least Square-Structural Equation Modeling* Pada Tingkat Kepuasan Dan Persepsi Mahasiswa Terhadap Perkuliahan Online. *Saintifik*, 8(1), 10–19. <https://doi.org/10.31605/saintifik.V8i1.362>

- Suryani, S., & Rosalina, S. S. (2019). Pengaruh *Brand Image*, *Brand Trust*, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. *Administrasi Bisnis, Fakultas Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Jakarta*, 04(1), 41–53.
- Sutanto, F. Y., & Agustini, M. Y. D. H. (2024). Analisis Pengaruh *Brand Image* Dan *Brand Trust* Terhadap Keputusan Pembelian Sepatu Nike. *Management Studies And Entrepreneurship Journal*, 5(2), 3647–3660. [Http://Journal.Yrpiiku.Com/Index.Php/Msej](http://Journal.Yrpiiku.Com/Index.Php/Msej)
- Wardhana, A. (2021). *Teori Perilaku Konsumen*. March. [Http://Widhadyah.Lecture.Ub.Ac.Id/Files/2012/03/Pe3_Teori-Perilaku-Konsumen.Pdf](http://Widhadyah.Lecture.Ub.Ac.Id/Files/2012/03/Pe3_Teori-Perilaku-Konsumen.Pdf)
- Wardhana, A. (2024). *Brand Management “In The Digital Era”* (M. Pradana (Ed.); Vol. 6, Issue 1). Eureka Media Aksara. [Http://Jurnal.Polteq.Ac.Id/Index.Php/Obis/Article/View/163](http://Jurnal.Polteq.Ac.Id/Index.Php/Obis/Article/View/163)
- White, K., Habib, R., & Hardisty, D. J. (2019). The Elusive *Green* Consumer. *Harvard Business Review*. [Https://Hbr.Org/2019/07/The-Elusive-Green-Consumer](https://Hbr.Org/2019/07/The-Elusive-Green-Consumer)
- Wibisono, A., Destryana, R. A., & Ghufrony, A. (2021). Pelatihan *Partial Least Square* (Pls) Bagi Mahasiswa. *Jurnal Abdiraja*, 4(2), 24–30. [Https://Doi.Org/10.24929/Adr.V4i2.1542](https://Doi.Org/10.24929/Adr.V4i2.1542)
- Widodo, A., Rubiyanti, N., & Yusiana, R. (2025). Unveiling The Power Of Social Media: How *Marketing* Communication Shapes Consumer Behaviour. *Paper Asia*, 41(2), 173–183. [Https://Doi.Org/10.59953/Paperasia.V41i2b.333](https://Doi.Org/10.59953/Paperasia.V41i2b.333)
- Widodo, A. & Yusiana, R. (2021). Metodolgi Penelitian-Penentuan Metode Dengan Pendekatan *Partial Least Square*-Structural Equation Modeling (PLS-SEM). Bandung:PT Refika Aditma
- Wullur, M. P., & Djawoto. (2020). Pengaruh Gaya Hidup, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Merek Converse (Studi Kasus Mahasiswa Stiesia) Djawoto Sekolah Tinggi Ilmu Ekonomi Indonesia (Stiesia) Surabaya. *Jurnal Ilmu Dan Riset Manajemen*.