

DAFTAR PUSTAKA

- Agnes Viani Parlan, Andriani Kusumawati, M. K. M. (2016). The Effect of Green Marketing Mix on Purchase Decision And Customer Satisfction (Study on Independent Consultant of JAFRA Cosmetics Indonesia in Malang)”. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya, Vol. 39*.
- Agus Sukarno, Dyah Sugandini, Mohamad Irhas Effendi, Muhamad Kudarto, Rahajeng Arundati, B. A. A. (2020). The Effect of Green Advertising and Personal Norms on Ecological Attitude for Students. *LPPM UPN Veteran Yogyakarta Conference Series, Vol 1, No.*
- Akter, S. (2012). The Role of Microinsurance as a Safety Net Against Environmental Risks in Bangladesh. *The Journal of Environment & Development*.
- Ali, H. (2015). *Tourism Marketing. Center for Academic Publishing Service*.
- Alma Buchari. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Aman Diglel, A. P. D. R. Y. (n.d.). *Green Marketing: It's Influence on Buying Behavior and Attitudes of the Purchasers towards Eco-Friendly Products*.
- Ariyanti, K., & Iriani, S. S. (2014). Pengaruh Persepsi Nilai dan Persepsi Resiko Terhadap Niat Beli Kosmetik Organik. *Jurnal Ilmu Manajemen, 2(4)*, 1186–1196.
- Athavia Herawati. (2020). *Pengaruh Green Marketing Mix terhadap Green Purchase Intention Dalam Menggunakan Eco Friendly Product (Studi Kasus Pada Sedotan Stainless Steel)*”.
- B Suryawardani & A Wulandari. (2019). Green Product: Its Impacts on Environmental Safety and Customer Satisfaction. *International Journal of Engineering & Technology*.
- Basu, S. (2010). *Manajemen Pemasaran : Analisa dan Perilaku Konsumen*.
- Collins Marfo Agyeman. (2014). Consumers' Buying Behavior Towards Green Products: An Exploratory Study. *International Journal of Management*

Research and Business Strategy, Vol 3, No.

- D'Souza, C., Taghian, M., Lamb, P. &, & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review*.
- Deasy Lestary Kusnandar, L. R. R. (2017). The Effect of Green Marketing on Purchase Decision with Brand Image as Mediating Variable. *Jurnal Akuntansi, Manajemen Dan Ekonomi, Vol 19 No.*
- Dimas Ifanda Putra Kusuma. (2020). Pengaruh Kualitas Produk, Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen, Volume 9, (e-ISSN: 2461-0593).*
- Dr. M.Anang Firmansyah, S.E., M. M. (2018). *PERILAKU KONSUMEN (Sikap dan Pemasaran)*. Jawa Tengah: Penerbit Qiara Media, 2019.
- Elena Fraj Eva Martinez. (2006). Influence of personality on ecological consumer behaviour. *Journal Consumer Behavior*.
- Etta Mamang Sangadji & Dr. Sopiah. (2013). *Perilaku Konsumen*.
- Fandy Tjiptono, A. D. (n.d.). *Kepuasan Pelanggan*.
- Febriani, S. (2019). Pengaruh Green Marketing Mix Terhadap Green Product Purchase Intention pada Produk Innisfree di Jakarta Dengan Consumer's Attitude Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirusahaan, Vol 3, No.*
- Ferdinand, A. (2018). *Metode Penelitian Manajemen (5th ed.)*. Semarang: Badan Penertbit Universitas Diponogoro.
- Ferdinand, Augusty. (2018). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2015). *Partial Least Square (2nd ed.)*. Semarang: Badan Penerbit Universitas Diponogoro.
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*.
- Hashem and Al-Rifai. (n.d.). The Influence of Applying Green Marketing Mix by Chemical Industries Companies. *International Journal of Business and Social*

Science.

- Hery, S. . (2019). *Manajemen Pemasaran.*
- Huda, L. (n.d.). Perubahan Gaya Hidup Dorong Industri Kosmetik. *Koran Tempo.*
- Hunt, S. D. (1991). Modern Marketing Theory. *Critical Issues in the Philosophy of Marketing Science.*
- Irawan, H. (2008). *Membedah strategi Kepuasan pelanggan* (Cetakan pe). PT. Gramedia: Jakarta.
- Ita Rustiati Ridwan. (2007). DAMPAK INDUSTRI TERHADAP LINGKUNGAN DAN SOSIA. *Journal Geografi GEA, Vol 7.*
- Kontic, I. (2010). Greening the marketing mix: A case study of the Rockwool Group (online). *Jönköping International Business School.*
- Lucy, D. A. (2016). Green Marketing and Consumer Satisfaction. *Journal of Marketing and Consumer Research, Vol.29.*
- Mahira, Praseto Adi, H. N. (2021). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Indihome. *Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi, Volume 2, hlm.1267-1283.*
- Miftah El Fikri; Rizal Ahmad; Ramadhan Harahap; (2020). Strategi Megembangkan Kepuasan Pelanggan Online Shop dalam Meningkatkan Penjualan (Studi Kasus Sabun Pyari). *JURNAL Manajemen Tools, Vol 12 No.*
- Muhammad Husnan Zaky, N. M. P. (2020). Green Marketing Mix Berpengaruh Terhadap Keputusan Pembelian Produk Big Tree Farms di Lotus Food Services. *E-Jurnal Manajemen, Vol 9, No.*
- Muhammed Abdullah Sharaf, S. P. (2018). An Overview Profile and Green Purchasing Behavior of Consumers in the Northern Region of Malaysia. *Journal of Research in Marketing, Vol 8 No 3.*
- Mulyana, M. (2019). *MENGANALISIS PERILAKU KONSUMEN.*
- N.A.S.A Sabri, N. Mansor, H. M. (2020). The Influence of Green Marketing Mix on Consumer Purchase Intention Towards Green Products. *International Journal of Human and Technology Interaction, Vol 4, No.*
- Niken Yulinasari. (2017). *Pengaruh Affordability Price Dan Product Quality*

Terhadap Kepuasan Pelanggan Pada Kosmetik Green Product.

- Noor, J. (2014). *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*. Jakarta: Kencana.
- P. Kotler and K.L.Keller. (2016). *Manajemen Pemasaran* (15th ed.). Erlangga.
- Pankaj dan Vishal. (2014). Consumer adoption of green products and their role in resource management. *Indian Journal of Commerce & Management Studies*.
- Peter, Paul, J., O. J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran, Edisi 9*. Jakarta: Salemba Empat.
- Philip Kotler dan Gary Amstrong. (2018). *Principles of Marketing* (Edisi 15 G).
- Rambalak Yadav and Govind S. Pathak. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics, Vol. 134*(Issue C).
- Rambat Lupiyoadi. (2001). *Manajemen Pemasaran Jasa*.
- Sadia Cheema, Asia Akram, F. J. (2015). Employee Engagement and Visionary Leadership: Impact on Customer and Employee Satisfaction. *Journal of Business Studies Quarterly, Vol 7 No 2*.
- Samsul Ramli & Fahrurrazi. (2013). *Bacaan Wajib Swakelola Pengadaan Barang/Jasa Pemerintah*. Jakarta: Visi Media Pustaka.
- Sandy, F. (2020). Ekspor Tembus Rp 4,4 T, Industri Kosmetik & Farmasi RI Cuan. *CNN Indonesia*.
- Shamdasani, P. (1993). Exploring Green Consumers in an Oriental Culture: Role of Personal and Marketing Mix Factors. *The Assosiation for Consumer Research*.
- Shinta Wahyu Hati. (2015). Pengaruh Green Marketing Terhadap Kepuasan Pelanggan Produk Kosmetik Merk The Body Shop (Studi pada Mahasiswa Jurusan Manajemen Bisnis di Politeknik Negeri Batam yang Menggunakan Produk Kosmetik Merek The Body Shop). *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis, VOL 3 NO 2*.
- Sinan Çavusoglu, Bülent Demirag, Eddy Jusuf, A. G. (2020). (2020). The Effect of Attitudes Towards Green Behavior on Green Image, Green Customer Satisfaction and Green Customer Loyalty. *GeoJournal of Tourism and Geosites*,

Vol. 33, N.

- Singh and Pandey. (2012). Green marketing: Policies and practices For Sustainable development. *A Journal Of Managemen, Volume 5,*.
- Siswanto. (2012). *Pengantar Manajemen.*
- Steve Setio & Denny Bernardus Kurnia Wahjudono. (2020). Pengaruh Marketing Mix terhadap Kepuasan dan Loyalitas Customer Hotel Amaris Darmo Surabaya. *Ekuitas Jurnal Ekonomi Dan Keuangan, Vol 4 No 3.*
- Steven dan Rurin Pratiwi. (2020). Pengaruh Green Marketing, Green Brand Image, Packaging, Nilai Pelanggan Terhadap Kepuasan Serta Dampaknya Pada Loyalitas (Survey Pada Pelanggan Starbucks di Kota Pontianak). *Jurnal Produktivitas: JurnalFakultas Ekonomi, Vol 7, No.* Retrieved from <http://openjurnal.unmuhpnk.ac.id/index.php/jp/article/viewFile/2196/1532>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R & D.* Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Bandung: Alfabeta CV.
- Sutopo, E. Y., & Slamet, A. (2017). *Statistika Inferensial (Giovanny, ed.).* Yogyakarta: Penerbit Andi.
- Syeda Shazia Bukhari. (2011). Green marketing and its impact on consumer behavior. *Journal of Business and Management.*
- Thoria Omer Mahmoud. (2018). Impact of Green Marketing Mix on Purchase Intention. *International Journal of Advanced and Applied Sciences, Vol 5.*
- Tjiptono, F. (2014). *Pemasaran Jasa (Ed 1).* Yogyakarta: ANDI.
- Agnes Viani Parlan, Andriani Kusumawati, M. K. M. (2016). The Effect of Green Marketing Mix on Purchase Decision And Customer Satisfction (Study on Independent Consultant of JAFRA Cosmetics Indonesia in Malang)”. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya, Vol. 39.*
- Agus Sukarno, Dyah Sugandini, Mohamad Irhas Effendi, Muhamad Kudarto, Rahajeng Arundati, B. A. A. (2020). The Effect of Green Advertising and Personal Norms on Ecological Attitude for Students. *LPPM UPN Veteran*

Yogyakarta Conference Series, Vol 1, No.

- Akter, S. (2012). The Role of Microinsurance as a Safety Net Against Environmental Risks in Bangladesh. *The Journal of Environment & Development*.
- Ali, H. (2015). *Tourism Marketing*. Center for Academic Publishing Service.
- Alma Buchari. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Aman Diglel, A. P. D. R. Y. (n.d.). *Green Marketing: It's Influence on Buying Behavior and Attitudes of the Purchasers towards Eco-Friendly Products*.
- Ariyanti, K., & Iriani, S. S. (2014). Pengaruh Persepsi Nilai dan Persepsi Resiko Terhadap Niat Beli Kosmetik Organik. *Jurnal Ilmu Manajemen*, 2(4), 1186–1196.
- Athavia Herawati. (2020). *Pengaruh Green Marketing Mix terhadap Green Purchase Intention Dalam Menggunakan Eco Friendly Product (Studi Kasus Pada Sedotan Stainless Steel)*”.
- B Suryawardani & A Wulandari. (2019). Green Product: Its Impacts on Environmental Safety and Customer Satisfaction. *International Journal of Engineering & Technology*.
- Basu, S. (2010). *Manajemen Pemasaran : Analisa dan Perilaku Konsumen*.
- Collins Marfo Agyeman. (2014). Consumers' Buying Behavior Towards Green Products: An Exploratory Study. *International Journal of Management Research and Business Strategy*, Vol 3, No.
- D'Souza, C., Taghian, M., Lamb, P. &, & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review*.
- Deasy Lestary Kusnandar, L. R. R. (2017). The Effect of Green Marketing on Purchase Decision with Brand Image as Mediating Variable. *Jurnal Akuntansi, Manajemen Dan Ekonomi*, Vol 19 No.
- Dimas Ifanda Putra Kusuma. (2020). Pengaruh Kualitas Produk, Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, Volume 9, (e-ISSN: 2461-0593).
- Dr. M.Anang Firmansyah, S.E., M. M. (2018). *PERILAKU KONSUMEN (Sikap dan*

- Pemasaran*). Jawa Tengah: Penerbit Qiara Media, 2019.
- Elena Fraj Eva Martinez. (2006). Influence of personality on ecological consumer behaviour. *Journal Consumer Behavior*.
- Etta Mamang Sangadji & Dr. Sopiah. (2013). *Perilaku Konsumen*.
- Fandy Tjiptono, A. D. (n.d.). *Kepuasan Pelanggan*.
- Febriani, S. (2019). Pengaruh Green Marketing Mix Terhadap Green Product Purchase Intention pada Produk Innisfree di Jakarta Dengan Consumer's Attitude Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirusahaan, Vol 3, No.*
- Ferdinand, A. (2018). *Metode Penelitian Manajemen (5th ed.)*. Semarang: Badan Penertbit Universitas Diponogoro.
- Ferdinand, Augusty. (2018). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2015). *Partial Least Square (2nd ed.)*. Semarang: Badan Penerbit Universitas Diponogoro.
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*.
- Hashem and Al-Rifai. (n.d.). The Influence of Applying Green Marketing Mix by Chemical Industries Companies. *International Journal of Business and Social Science*.
- Hery, S. . (2019). *Manajemen Pemasaran*.
- Huda, L. (n.d.). Perubahan Gaya Hidup Dorong Industri Kosmetik. *Koran Tempo*.
- Hunt, S. D. (1991). Modern Marketing Theory. *Critical Issues in the Philosophy of Marketing Science*.
- Irawan, H. (2008). *Membedah strategi Kepuasan pelanggan* (Cetakan pe). PT. Gramedia: Jakarta.
- Ita Rustiati Ridwan. (2007). DAMPAK INDUSTRI TERHADAP LINGKUNGAN DAN SOSIA. *Journal Geografi GEA, Vol 7*.
- Kontic, I. (2010). Greening the marketing mix: A case study of the Rockwool Group

- (online). *Jönköping International Business School*.
- Lucy, D. A. (2016). Green Marketing and Consumer Satisfaction. *Journal of Marketing and Consumer Research, Vol.29*.
- Mahira, Praseto Adi, H. N. (2021). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Indihome. *Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi, Volume 2*, hlm.1267-1283.
- Miftah El Fikri; Rizal Ahmad; Ramadhan Harahap; (2020). Strategi Megembangkan Kepuasan Pelanggan Online Shop dalam Meningkatkan Penjualan (Studi Kasus Sabun Pyari). *JURNAL Manajemen Tools, Vol 12 No*.
- Muhammad Husnan Zaky, N. M. P. (2020). Green Marketing Mix Berpengaruh Terhadap Keputusan Pembelian Produk Big Tree Farms di Lotus Food Services. *E-Jurnal Manajemen, Vol 9, No*.
- Muhammed Abdullah Sharaf, S. P. (2018). An Overview Profile and Green Purchasing Behavior of Consumers in the Northern Region of Malaysia. *Journal of Research in Marketing, Vol 8 No 3*.
- Mulyana, M. (2019). *MENGANALISIS PERILAKU KONSUMEN*.
- N.A.S.A Sabri, N. Mansor, H. M. (2020). The Influence of Green Marketing Mix on Consumer Purchase Intention Towards Green Products. *International Journal of Human and Technology Interaction, Vol 4, No*.
- Niken Yulinasari. (2017). *Pengaruh Affordability Price Dan Product Quality Terhadap Kepuasan Pelanggan Pada Kosmetik Green Product*.
- Noor, J. (2014). *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*. Jakarta: Kencana.
- P. Kotler and K.L.Keller. (2016). *Manajemen Pemasaran* (15th ed.). Erlangga.
- Pankaj dan Vishal. (2014). Consumer adoption of green products and their role in resource management. *Indian Journal of Commerce & Management Studies*.
- Peter, Paul, J., O. J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran, Edisi 9*. Jakarta: Salemba Empat.
- Philip Kotler dan Gary Amstrong. (2018). *Principles of Marketing* (Edisi 15 G).
- Rambalak Yadav and Govind S. Pathak. (2017). Determinants of Consumers' Green

- Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, Vol. 134(Issue C).
- Rambat Lupiyoadi. (2001). *Manajemen Pemasaran Jasa*.
- Sadia Cheema, Asia Akram, F. J. (2015). Employee Engagement and Visionary Leadership: Impact on Customer and Employee Satisfaction. *Journal of Business Studies Quarterly*, Vol 7 No 2.
- Samsul Ramli & Fahrurrazi. (2013). *Bacaan Wajib Swakelola Pengadaan Barang/Jasa Pemerintah*. Jakarta: Visi Media Pustaka.
- Sandy, F. (2020). Ekspor Tembus Rp 4,4 T, Industri Kosmetik & Farmasi RI Cuan. *CNN Indonesia*.
- Shamdasani, P. (1993). Exploring Green Consumers in an Oriental Culture: Role of Personal and Marketing Mix Factors. *The Assosiation for Consumer Research*.
- Shinta Wahyu Hati. (2015). Pengaruh Green Marketing Terhadap Kepuasan Pelanggan Produk Kosmetik Merk The Body Shop (Studi pada Mahasiswi Jurusan Manajemen Bisnis di Politeknik Negeri Batam yang Menggunakan Produk Kosmetik Merek The Body Shop). *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, VOL 3 NO 2.
- Sinan Çavusoglu, Bülent Demirag, Eddy Jusuf, A. G. (2020). (2020). The Effect of Attitudes Towards Green Behavior on Green Image, Green Customer Satisfaction and Green Customer Loyalty. *GeoJournal of Tourism and Geosites*, Vol. 33, N.
- Singh and Pandey. (2012). Green marketing: Policies and practices For Sustainable development. *A Journal Of Managemen*, Volume 5,.
- Siswanto. (2012). *Pengantar Manajemen*.
- Steve Setio & Denny Bernardus Kurnia Wahjudono. (2020). Pengaruh Marketing Mix terhadap Kepuasan dan Loyalitas Customer Hotel Amaris Darmo Surabaya. *Ekuitas Jurnal Ekonomi Dan Keuangan*, Vol 4 No 3.
- Steven dan Rurin Pratiwi. (2020). Pengaruh Green Marketing, Green Brand Image, Packaging, Nilai Pelanggan Terhadap Kepuasan Serta Dampaknya Pada Loyalitas (Survey Pada Pelanggan Starbucks di Kota Pontianak). *Jurnal*

- Produktivitas: Jurnal Fakultas Ekonomi, Vol 7, No.* Retrieved from <http://openjurnal.unmuhpnk.ac.id/index.php/jp/article/viewFile/2196/1532>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta CV.
- Sutopo, E. Y., & Slamet, A. (2017). *Statistika Inferensial (Giovanny, ed.)*. Yogyakarta: Penerbit Andi.
- Syeda Shazia Bukhari. (2011). Green marketing and its impact on consumer behavior. *Journal of Business and Management*.
- Thoria Omer Mahmoud. (2018). Impact of Green Marketing Mix on Purchase Intention. *International Journal of Advanced and Applied Sciences, Vol 5*.
- Tjiptono, F. (2014). *Pemasaran Jasa (Ed 1)*. Yogyakarta: ANDI.