

DAFTAR PUSTAKA

- Aidil, M., Siregar, S., & Widodo, A. (n.d.). *PENGARUH ENVIRONMENTAL AWARENESS DAN GREEN PROMOTION TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM AQUA DI KOTA MEDAN DENGAN ECO-LABEL SEBAGAI VARIABEL MEDIASI THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND GREEN PROMOTION ON PURCHASING DECISION OF AQUA MINERAL WATER IN MEDAN CITY WITH ECO-LABEL AS MEDIATOR VARIABLE.*
<https://lingkunganhidup.co/masalah-lingkungan-hidup->
- Aidil, M., Siregar, S., & Widodo, A. (2021a). *PENGARUH ENVIRONMENTAL AWARENESS DAN GREEN PROMOTION TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM AQUA DI KOTA MEDAN DENGAN ECO-LABEL SEBAGAI VARIABEL MEDIASI THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND GREEN PROMOTION ON PURCHASING DECISION OF AQUA MINERAL WATER IN MEDAN CITY WITH ECO-LABEL AS MEDIATOR VARIABLE.*
<https://lingkunganhidup.co/masalah-lingkungan-hidup->
- Aidil, M., Siregar, S., & Widodo, A. (2021b). *PENGARUH ENVIRONMENTAL AWARENESS DAN GREEN PROMOTION TERHADAP KEPUTUSAN PEMBELIAN AIR MINUM AQUA DI KOTA MEDAN DENGAN ECO-LABEL SEBAGAI VARIABEL MEDIASI THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND GREEN PROMOTION ON PURCHASING DECISION OF AQUA MINERAL WATER IN MEDAN CITY WITH ECO-LABEL AS MEDIATOR VARIABLE.*
<https://lingkunganhidup.co/masalah-lingkungan-hidup->
- Andi Susilawaty, Efbertias Sitorus, Selfina Gala, & Muhammad Chaerul. (2021). *ILMU LINGKUNGAN*. 1–135.
- Balaka, M. Y. (2022). *METODOLOGI PENELITIAN KUANTITATIF*.
www.penerbitwidina.com
- Boztepe, A. (2012). *Green Marketing and Its Impact on Consumer Buying Behavior* (Issue 1).
- Btari, E., Pangestika, D., Filana, D., Huring Nyangun, N., Manin, V. T., Putu, N., & Krismawintari, D. (2023). *PERBEDAAN SIKAP DAN ORIENTASI GENDER TERHADAP PENGGUNAAN SKINCARE* (Vol. 6, Issue 2023).
<https://forms.gle/EaASsr4QY7DcRryN8>
- Charles W.Lamb, Joe F. Hair, & Carl McDaniel. (2021). *Principle of Marketing MKTG 13th*.
- Cheung, M. F. Y., & To, W. M. (2019). An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. *Journal of*

Retailing and Consumer Services, 50, 145–153.
<https://doi.org/10.1016/j.jretconser.2019.04.006>

- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *METODE PENELITIAN PENDEKATAN KUANTITATIF*.
<https://www.researchgate.net/publication/354059356>
- Dimilna, R., Nengsih, T. A., & Ningsih, P. A. (2023). *Pengaruh Green Marketing Terhadap Minat Beli Konsumen Pada Produk Ecobag Di Indomaret (Studi Pada Indomaret Nusa Indah Kota Jambi)*. 1(2). www.tridynamika.com,
- Dita Lestari. (2023a). *PENGARUH ENVIRONMENTAL AWARENESS, ECO-LABELLING DAN GREEN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN GREEN PRODUCT*.
- Dita Lestari. (2023b). SKRIPSI DITA SRI LESTARI-195211332. *Eprints.Iain-Surakarta.Ac.Id*, 1–134. <https://eprints.iain-surakarta.ac.id/5903/1/SKRIPSI%20DITA%20SRI%20LESTARI-195211332.pdf>
- Farhanah, A., Kusumastuti, A. E., Tinggi, S., Bank, I. E., & Jateng, B. (2020). *KESADARAN PRODUK RAMAH LINGKUNGAN SEBAGAI MEDIASI: KEPEDULIAN LINGKUNGAN DAN EFEKTIVITAS SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN*. www.cnbcindonesia.com,
- Ferdinand. (2020). *Metode Penelitian Manajemen*.
- Firmansyah, Nurrachmi, Intan, Ariyanto, A., Putra, A. R., Rustandi, N., Ferlina, A., Syahputra, D., Wahyudi, S., Rahayu, A., Suherman, A. M., Huda, J., Burhanudin, C. P., Pratiwi, W., Nur, B., Pertiwi, M., Fatira, A. K., & Yudawisastra, H. G. (2022). *TEORI MARKETING*. www.penerbitwidina.com
- Ghozali, I. (2021a). *PARTIAL LEAST SQUARES KONSEP, TEKNIK DAN APLIKASI MENGGUNAKAN PROGRAM SmartPLS 3.2.9 UNTUK PENELITIAN EMPIRIS*.
- Ghozali, I. (2021b). *Partial Least Squares (SmartPLS 3.2.9)* (p. 305).
- Golob, U., & Kronegger, L. (2019). Environmental consciousness of European consumers: A segmentation-based study. *Journal of Cleaner Production*, 221, 1–9. <https://doi.org/10.1016/j.jclepro.2019.02.197>
- Hair et al. (2022a). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (Issue July). https://doi.org/10.1007/978-3-319-57413-4_15
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022b). *Partial Least Squares Structural Equation Modeling (PLS-SEM)*

Using R. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>

- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*.
<https://www.researchgate.net/publication/340021548>
- Iqbal, A. I., Iqbal, M. S., Athar, A., & Khan, S. A. (2023). Impact of Green Marketing on Consumer Purchase Intention: The Moderating Role of Environmental Knowledge. *Journal of Social & Organizational Matters*, 2(2), 43–58. <https://doi.org/10.56976/jsom.v2i2.25>
- Jobber, D., & Ellis-Chadwick, F. (2023). *Principles and Practice of Principles and Practice of Marketing Marketing*.
- John Grant. (2020). *Greener Marketing*.
- Kabaja, B., Wojnarowska, M., Ćwiklicki, M., Buffagni, S. C., & Varese, E. (2023a). Does Environmental Labelling Still Matter? Generation Z's Purchasing Decisions. *Sustainability (Switzerland)*, 15(18).
<https://doi.org/10.3390/su151813751>
- Kabaja, B., Wojnarowska, M., Ćwiklicki, M., Buffagni, S. C., & Varese, E. (2023b). Does Environmental Labelling Still Matter? Generation Z's Purchasing Decisions. *Sustainability (Switzerland)*, 15(18).
<https://doi.org/10.3390/su151813751>
- Kabaja, B., Wojnarowska, M., Ćwiklicki, M., Buffagni, S. C., & Varese, E. (2023c). Does Environmental Labelling Still Matter? Generation Z's Purchasing Decisions. *Sustainability (Switzerland)*, 15(18).
<https://doi.org/10.3390/su151813751>
- Kinasih, I. A. D., Widagda, I. Gst. N. J. A., Rahyuda, I. K., & Suparna, G. (2023). Effect of Green Marketing and Corporate Social Responsibility on Purchase Decisions Mediated by Brand Image (Study on Consumers of Avoskin Skincare Products in Denpasar City). *European Journal of Business and Management Research*, 8(4), 249–260.
<https://doi.org/10.24018/ejbmr.2023.8.4.2081>
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management, Global Edition*. Pearson Deutschland.
<https://elibrary.pearson.de/book/99.150005/9781292405100>
- Krisdayanti, K., & Widodo, A. (2022). Green marketing and purchase intention of green product: The role of environmental awareness. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(2), 205–216.
<https://doi.org/10.36407/jmsab.v5i2.588>
- Meithiana Indrasari. (2019). *Pemasaran dan Kepuasan Pelanggan*. 1–103.

- Michael Polonsky. (2005). *Green Marketing*.
- Nariswari Sekar Aisa. (2024). *ANALISIS TANTANGAN GREEN COFEE SHOP DI YOGYAKARTA : ECO BRAND, ECO-LABEL, GREEN ADVERTISING DAN PSYCHOLOGICAL BENEFITS*.
- Peattie, K. (2001). Golden goose or wild goose? The hunt for the green consumer. *Business Strategy and the Environment*, 10(4), 187–199.
<https://doi.org/10.1002/bse.292>
- Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/g31210177>
- Prof. Dr. Sugiyono. (2022). *Metode Penelitian Kuantitatif / Prof. Dr. Sugiyono*.
- Puspitasari, C. A., Yuliaty, L. N., & Afendi, F. (2021). PENGARUH GREEN MARKETING, KESADARAN LINGKUNGAN DAN KESEHATAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK PANGAN ORGANIK MELALUI SIKAP. *Jurnal Aplikasi Bisnis Dan Manajemen*.
<https://doi.org/10.17358/jabm.7.3.713>
- Romadhany, Y. I., & Hakim, L. (2024). The Effect of Green Marketing on Product Purchasing Decisions with E-Wom as a Mediating Variable. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 141–150.
<https://doi.org/10.37641/jimkes.v12i1.2397>
- Slamet, R., & Aglis, A. H. (2020). Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen. In *Deepublish* (p. 373).
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being Thirteenth Edition*. www.pearson.com/mylab/marketing
- Song, Y., Qin, Z., & Qin, Z. (2020). Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label-Informed Purchase. *SAGE Open*, 10(4). <https://doi.org/10.1177/2158244020963573>
- Sugiyono. (2022). *MODE PENELITIAN KUANTITATIF*. 130–131.
- Taufiqul Ayes, Y., Taufan Hariyadi, G., Yovita, L., Ibnu Fitroh Sukono Putra, F., & Dian Nuswantoro, U. (2024). Diferensiasi Produk, Eco-label, Dan Brand Awareness Sebagai Peran Pengambilan Keputusan Pembelian Pada Produk Eiger. *JURNAL MANEKSI*, 13(2).
- Ulfiah, U., Rivai Zainal, V., & Hakim³, A. (2023). *The Effect of Green Marketing on Brand Image and Impact on Purchasing Decision (Case Study on Student of The Faculty of Administrative Sciences, Universitas Brawijaya WHO Purchase Tupperware Products)*. <https://doi.org/10.31933/dijdbm.v4i5>
- Viajeng Purnama Puti. (2023). *Mendorong Pilihan Berkelanjutan: Eco Labeling, Eco Branding, Dan Dampaknya Terhadap Green Purchase Intentions dan*

Consumer Behaviour. 3, 1–14.

<https://jurnal.itscience.org/index.php/jebma/article/view/3036/2375>

Viajeng Purnama Putri. (2023). *Mendorong Pilihan Berkelanjutan: Eco Labeling, Eco Branding, Dan Dampaknya Terhadap Green Purchase Intentions dan Consumer Behaviour*.

Wibowo, D. P., Al Vayed, D., & Mardiatmi, B. D. (2024). Strengthening Local Food Security for Climate Change Adaptation: Lessons from Merauke-Papua Indonesia. In U. Mukhopadhyay, S. Bhattacharya, P. Chouhan, S. Paul, I. R. Chowdhury, & U. Chatterjee (Eds.), *Climate Crisis, Social Responses and Sustainability: Socio-ecological Study on Global Perspectives* (pp. 645–664). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-58261-5_28

Willyana, M., Wijaya, E., & Tavip Junaedi, A. (2023). IMPACT OF GREEN MARKETING AND ENVIRONMENTAL AWARENESS ON PURCHASE DECISION OF AQUA MINERAL WATER. In *Maret* (Vol. 45, Issue 1). <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/lucrum/index>

Yuliawan. (2021). *PELATIHAN SMARTPLS 3.0 UNTUK PENGUJIAN HIPOTESIS PENELITIAN KUANTITATIF*.