

DAFTAR PUSTAKA

- Abzari, M., Shad, F. S., Sharbiyani, A. A. A., & Morad, A. P. (2013). Studying the effect of green marketing mix on market share increase. *European Online Journal of Natural and Social Sciences*, 2(3), 641–653.
- Afifah, N., & Anjar, Y. A. (2023). KECANTIKAN SEBAGAI IDEAL SELF PEREMPUAN. *Jurnal Ilmiah Mahasiswa FISIP USK*, 8(2), 1–10.
- Agusty, L. E., & Muttaqin, A. A. (2022). ANALISIS PENGARUH LABEL HALAL, KESADARAN HALAL, DAN PERSEPSI ATAS PRODUK HALAL DALAM PEMBELIAN KOSMETIK HALAL. *Islamic Economics and finance in Focus*, 1(4), 373–387.
<https://doi.org/10.21776/ieff.2022.01.4.08>
- Alma, Prof. Dr. H. B. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. ALFABETA.
- Amalia, R. (2023). EXPLORING PURCHASE DECISION OF SKINCARE PRODUCTS: THE INTERPLAY OF HALAL AWARENESS, COUNTRY OF ORIGIN, AND ONLINE CONSUMER REVIEWS WITH RELIGIOSITY AS A MODERATING VARIABLE. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 5(2), 228–248.
<https://doi.org/10.24239/jiebi.v5i2.241.228-248>
- Amalia, R., & Rozza, Dr. S. (2022). 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*, 9(2). <https://doi.org/10.32722/account.v9i2.4688>
- Amri, A. D., Sherna, P., Marpaung, A. P., Kiptiah, A. M., Zulfikar, B., Hsb, N. A., & Safatullah, R. A. (2023). *The Influence of Islamic Branding, Halal Awareness, and Product Ingredients on Purchasing Decisions of Cosmetic and Skincare Products*. 5(1).
- Andriyanty, R., & Wahab, D. (2024). DKI Jakarta Generation Z Green Product Purchase. *International Journal of Public Administration, Management and Economic Development*, 9(1). <https://doi.org/10.60026/ijpamed.v9i1.149>

- Assauri, S. (1996). *Manajemen Pemasaran Dasar Konsep dan Strategi*. PT. Raja Grafindo Persada.
- Athiyya, K. A. A., Dewi, R. S., & Purbawati, D. (2023). The Influence of Green Marketing Towards the Customers Purchase Decisions Through Brand Image (Study on Customers of Avoskin in Semarang). *International Journal of Multidisciplinary Research and Publications*, 5(10), 79–85.
- AVO Innovation & Technology. (2021).
- BPOM. (2022). *Wujudkan Kemandirian Nasional Penyediaan Bahan Baku yang Bermutu untuk Obat Bahan Alam yang Berdaya Saing*.
<https://www.pom.go.id/siaran-pers/wujudkan-kemandirian-nasional-penyediaan-bahan-baku-yang-bermutu-untuk-obat-bahan-alam-yang-berdaya-saing>
- Bulut, E., Yildirim, B., Brandão, A., Vieira, B. M., & Tavares, V. (2022). Influence of sustainability on the purchase decision of products1. *European Journal of Applied Business Management*, 8(3), 32–51.
- Compas. (2024). *Indonesian FMCG E-Commerce Report for Semester I 2024 [Market Insight]*.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
<https://doi.org/10.1016/j.jclepro.2017.07.184>
- Del Pilar Miranda-Guerra, M., Francesca Avila Arellano, N., Merly Garay Condorachay, J., & Verastegui Ramos, C. E. (2023). Green Marketing in The Decision to Purchase Cosmetic Products. *IBIMA Business Review*, 1–12. <https://doi.org/10.5171/2023.557418>
- Djajadiwangsa, K. P., & Alversia, Y. (2022). Sustainable Beauty: Pengaruh Eco-Label, Product Attributes, Perceived Consumer Effectiveness (PCE), dan Environmental Awareness terhadap Green Purchase Behavior. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6(1), 121–137.
<https://doi.org/10.31842/jurnalinobis.v6i1.263>

- Duryadi, Dr. (2021). *Buku Ajar Metode Penelitian Ilmiah: Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. Yayasan Prima Agus Teknik.
- Ferdinand, Prof. A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro. <https://digilib.ub.ac.id/opac/detail-opac?id=74137>
- Gardner, G. T., & Stern, P. C. (2002). *Environmental Problems and Human Behavior* (2nd edition, Vol. 25, pp. 120–123). Pearson Custom Publishing. <https://linkinghub.elsevier.com/retrieve/pii/S0272494405000071>
- Genoveva, G., & Samukti, D. R. (2020). GREEN MARKETING: STRENGTHEN THE BRAND IMAGE AND INCREASE THE CONSUMERS' PURCHASE DECISION. *MIX JURNAL ILMIAH MANAJEMEN*, 10(3), 367. <https://doi.org/10.22441/mix.2020.v10i3.004>
- Genoveva, G., & Utami, N. N. (2020). THE INFLUENCE OF BRAND IMAGE, HALAL LABEL, AND HALAL AWARENESS ON CUSTOMERS PURCHASING DECISION OF HALAL COSMETIC. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmieb.v4i2.8381>
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro. <https://digilib.undip.ac.id/2012/10/04/structural-equation-modeling-metode-alternatif-dengan-partial-least-square/>
- Goleman, D. (1996). *Kecerdasan Emosional*. Gramedia Pustaka Utama.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hastjarjo, D. (2005). Sekilas Tentang Kesadaran (Consciousness). *Buletin Psikologi*, 13(2).
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing for*

- Business (Konsep, Strateg & Penerapan Pemasaran Hijau Perusahaan berbagai Sektor).* PT. Sonpedia Publishing Indonesia.
- Herianti, H., Rosmini, R., & Karyono, O. (2024). PANDUAN MAQASID SYARIAH UNTUK KONSUMEN SKINCARE: INTEGRASI HALAL, KESEHATAN, DAN KEBERLANJUTAN (Studi Pada pengguna Skincare di Kabupaten Bone). *Jurnal Riset Ekonomi*, 4(1), 341–353. <https://doi.org/Juremi>
- Hudzaifah, Y., Sari, W. P., & Andriyani, R. (2024). Halal Awareness, Brand Image, and Viral Marketing: Three Key Factors Influencing Purchasing Decisions for Halal Skin Care and Cosmetics Products in Pontianak. *Ekuilibrium : Jurnal Ilmiah Bidang Ilmu Ekonomi*, 19(1), 42–58. <https://doi.org/10.24269/ekuilibrium.v19i1.2024.pp42-58>
- Indonesia Halal Markets Report 2021/2022. (2022). *ISEF: Indonesia Sharia Economic Festival*. <https://isef.co.id/id/indonesiahalal-market-report/>
- Iyengar, Dr. V., & Chandrashekhar, S. S. R. (2023). FACTORS THAT AFFECT CONSUMER DECISION MAKING ON CHOOSING SUSTAINABLE COSMETIC PRODUCTS- AN EMPIRICAL STUDY. *International Journal of Progressive Research in Engineering Management and Science*, 03(04), 54–67. <https://doi.org/10.58257/IJPREMS30830>
- Jakpat. (2023). *Beauty Trends Make Up & Skincare* [Premium Report].
- Jenkins, J. (2021). *Sustainable Beauty: Practical advice and projects for an eco-conscious beauty routine*. White Lion Publishing. <https://books.google.co.id/books?id=p2JUEAAAQBAJ>
- Jennah, H., & Ismail, A. (2023). Pengaruh Green Marketing Mix Terhadap Purchase Decision Dalam Menggunakan Eco Friendly Product. *Journal of Trends Economics and Accounting Research*, 3(4), 390–398. <https://doi.org/10.47065/jtear.v3i4.636>
- KBBI. (2024). *Kamus Besar Bahasa Indonesia*. <https://kbbi.web.id/sadar>
- Khan, M. A. (2024). *Islamic Economics and Human Well-being: Justice, Moderation and Sharing*. Edward Elgar Publishing. <https://books.google.co.id/books?id=ScEHEQAAQBAJ>

- 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/ejbm.2023.8.4.2081>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th edition). Pearson Education.
- Krishna R., D. N. V., & Reddy, M. (2017, October). *A study on Impact of Green Marketing on Sustainable Development (With Reference to Khammam District)*. National Conference on Marketing and Sustainable Development.
<https://www.researchgate.net/publication/331223872>
- Maswar, M. (2017). Analisis Statistik Deskriptif Nilai UAS Ekonomitrika Mahasiswa dengan Program SPSS 23 & Eviews 8.1. *Jurnal Pendidikan Islam Indonesia*, 1(2), 273–292. <https://doi.org/10.35316/jpii.v1i2.54>
- Maulidia, A. N., & Putri, K. A. S. (2023). GREEN MARKETING, BRAND IMAGE DAN PENGARUHNYA PADA KEPUTUSAN PEMBELIAN. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(3), 383–398.
<https://doi.org/10.31955/mea.v7i3.3359>
- McCarthy, E. J. (1960). *Basic Marketing, a Managerial Approach*. R.D. Irwin.
<https://books.google.co.id/books?id=uhPUAAAAMAAJ>
- Misbach, D., Irwan. (2020). *Ekonomi Syariah*. Alauddin University Press.
- Mubarokhah, L., Purnomo, D., & Utomo, A. W. (2024). Sustainable Beauty: Pengaruh Green Product, Green Marketing, dan Brand Terhadap Keputusan Pembelian Produk Kecantikan. *INNOVATIVE: Journal Of Social Science Research*, 4(3), 2062–2075.
- Pambudi, B. G. (2018). *PENGARUH KESADARAN HALAL DAN SERTIFIKASI HALAL TERHADAP MINAT BELI PRODUK MIE INSTAN (STUDI PADA PEMUDA MUSLIM BANDARLAMPUNG)*. Universitas Lampung.
- Populix. (2022). Unveiling Indonesian Beauty & Dietary Lifestyle. *Populix*.
- Putri, T. A. N. R., Lindawati, T., & Handayani, Y. I. (2023). PENGARUH GREEN PRODUCT INNOVATION DAN GREEN MARKETING TERHADAP

- BRAND IMAGE DALAM PURCHASE DECISION PRODUK AVOSKIN PADA KONSUMEN DI SURABAYA. *Jurnal Ilmiah Mahasiswa Manajemen* : JUMMA, 12(1), 47–59.
<https://doi.org/10.33508/jumma.v12i1.4711>
- Putripeni, M. P. (2014). *PENGARUH GREEN MARKETING TERHADAP CITRA MEREK DAN KEPUTUSAN PEMBELIAN*. 10(1).
- Qaradawi, Y. A. (1995). *Fatwa-Fatwa Kontemporer Jilid 2*. Gema Insani.
- Qaradawi, Y. A. (2002). *Islam Agama Ramah Lingkungan* (Cet. 1). Pustaka al-Kautsar.
- Ragatirta, L. P., & Tiningrum, E. (2021). Pengaruh Atmosphere Store, Desain Produk dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus di Rown Division Surakarta). EXCELLENT, 7(2), 143–152.
<https://doi.org/10.36587/exc.v7i2.793>
- Rocca, R., Acerbi, F., Fumagalli, L., & Taisch, M. (2022). Sustainability paradigm in the cosmetics industry: State of the art. *Cleaner Waste Systems*, 3, 100057. <https://doi.org/10.1016/j.clwas.2022.100057>
- Rohman, N. L., Lating, A. I. S., Wany, E., Nawangsari, A. T., & Soulisa, M. R. (2024). FACTORS THAT INFLUENCE THE PURCHASE DECISION OF COSMETIC PRODUCTS ON FEMALE STUDENTS IN SURABAYA. *European Journal of Artificial Intelligence and Digital Economy*, 1(4), 1–9. <https://doi.org/10.61796/jaide.v1i3.505>
- Sari, P. N., & Khomsiyah, K. (2024). Keberlanjutan, Konsep Ekonomi Sebagai Filosofi Kehidupan. *Jurnal Kajian Ilmiah*, 23(2), 177–184.
<https://doi.org/10.31599/c8ccme66>
- Setyanti, E. P., & Rosyadi, I. (2023). *Pengaruh Kualitas Produk, Kualitas Layanan Terhadap Kepuasan Pelanggan Di Klinik Kecantikan Larissa Aesthetic Kartasura [Skripsi]*. Universitas Muhammadiyah Surakarta.
- Shaari, J. A. N., & Arifin, N. S. bt Mohd. (2009). Dimension of Halal Purchase Intention: A Preliminary Study. *Malaysian Academic Library Institutional Repository*.
- Shalash, M. A. (2021). THE IMPACT OF ADOPTING GREEN MARKETING MIX STRATEGY ON CUSTOMER SATISFACTION IN EGYPTIAN

- MARKET. *International Journal of Economics, Commerce and Management*, 9(3), 37–52.
- Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Jung Lee, E., Oh, J., Jeong, E., Lim, J., & Gyoo Park, S. (2024). The Clean Beauty Trend Among Millennial and Generation Z Consumers: Assessing the Safety, Ethicality, and Sustainability Attributes of Cosmetic Products. *Sage Open*, 14(2), 21582440241255430. <https://doi.org/10.1177/21582440241255430>
- Sihombing, P. R., Arsani, A. M., Oktaviani, M., Nugraheni, R., Wijaya, L., & Muhammad, I. (2024). *Aplikasi Smartpls 4.0 untuk Statistisi Pemula*. Minhaj Pustaka.
- SIPSN KLHK. (2023). *Capaian Kinerja Pengelolaan Sampah*. Kementerian Lingkungan Hidup dan Kehutanan. <https://sipsn.menlhk.go.id/sipsn/>
- Siyoto, S., & Sodik, A. (2015). *DASAR METODOLOGI PENELITIAN* (Cetakan 1). Literasi Media Publishing.
- Sugiyono, Prof. Dr. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). ALFABETA.
- Tazlia, I., Nurfadilah, D., & Pratama, S. (2023). PURCHASE INTENTION OF HALAL LOCAL BEAUTY BRAND DURING COVID-19: THE ROLE OF INFLUENCERS' CREDIBILITY AND HALAL AWARENESS. *Journal of Islamic Monetary Economics and Finance*, 9(3), 397–418. <https://doi.org/10.21098/jimf.v9i3.1623>
- The Royal Islamic Strategic Studies Centre. (2024). *The World's 500 Most Influential Muslims* (First Edition). The Royal Islamic Strategic Studies Centre.
- Wahyuningsih, S. (2022). *Perancangan Kampanye Sosial mengenai Sustainable Beauty untuk Remaja* [Bachelor Thesis]. Universitas Multimedia Nusantara.
- Wijayanti, R., & Meftahudin, M. (2018). Kaidah Fiqh dan Ushul Fiqh Tentang Produk Halal, Metode Istinbath dan Ijtihad dalam Menetapkan Hukum Produk Halal. *International Journal Ihya' 'Ulum al-Din*, 20(2), 241–268. <https://doi.org/10.21580/ihya.20.2.4048>

- Wu, S.-I., & Chen, Y.-J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5), p81. <https://doi.org/10.5539/ijms.v6n5p81>
- Yulanta, R., & Utomo, B. (2024). PENGARUH PHYSICAL EVIDENCE, GREEN MARKETING, DAN ISLAMIC ADVERTISING TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL INTERVENING. *Quranomic: Jurnal Ekonomi Dan Bisnis Islam*, 3(2), 86–120. <https://doi.org/10.37252/jebi.v3i2.898>
- Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer. *Procedia - Social and Behavioral Sciences*, 130, 145–154. <https://doi.org/10.1016/j.sbspro.2014.04.018>