

DAFTAR PUSTAKA

- Aaker, D. A. (2022). Building Strong Brands. Free Press.
<https://books.google.co.id/books?id=HxHeUei4vWgC>
- Asiva Noor Rachmayani. (2015). metodologi penelitian.
- Ati, S. N. L., Ariescy, R. R., & Supriyono. (2023, Agustus 20). Analysis of Brand Image, Brand Trust, and Brand Awareness of Brand Loyalty for Sweetened Condensed Milk Products Frisian Flag in Surabaya City. *Indonesian Journal of Business Analytics (oIJBA)*, 3(4), 1017-1032.
<https://doi.org/10.55927/ijba.v3i4.5196>
- Bryła, P., Chatterjee, S., & Ciabiada-Bryła, B. (2022). The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption: A Systematic Literature Review. In *International Journal of Environmental Research and Public Health* (Vol. 19, Issue 24). MDPI.
<https://doi.org/10.3390/ijerph192416637>
- Carissa, T., & Aruman, A. E. (2019). PENGARUH SALES PROMOTION DAN INFLUENCER MARKETING TERHADAP MINAT MEMBELI DALAM
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1). <https://doi.org/10.1108/00251741311291319>
- Dwipa Premesti, A., Aminah, S., Pembangunan, U., Veteran, N. ", & Timur, J. (2023). The Influence of Brand Image and Online Customer Review on Purchasing Decisions in the Lazada Marketplace. Pengaruh Brand Image dan Online Customer Review Terhadap Keputusan Pembelian di Marketplace Lazada. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 5).
<http://journal.yrpioku.com/index.php/msej>.
- Elon Journal of Undergraduate Research in Communications, 7(2), 78–87.
- Elsa Nabella, & Izaak, W. C. (2023, Agustus 16). The Influence of Influencer Marketing and Lifestyle on Purchase Decisions of Virtual Game Product Mobile Legends: Bang Bang. *Jurnal Ekonomi dan Bisnis Digital (MINISTAL)*, 2(3), 665-676. <https://doi.org/10.55927/ministal.v2i3.4739>
- Forbes, K. (2016). Examining the Beauty Industry's Use of Social Influencers.
- Gansser, O. A., & Reich, C. S. (2023). Influence of the New Ecological Paradigm

(NEP) and environmental concerns on pro-environmental behavioral intention based on the Theory of Planned Behavior (TPB). *Journal of Cleaner Production*, 382, 134629.

<https://doi.org/https://doi.org/10.1016/j.jclepro.2022.134629>

Ghozali, I. (2016). *Aplikasi Analisis Multivariate SPSS 23*.

Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*.

Hendarto, S. putri. (2024). Pengaruh Greenwashing Perception terhadap Green Purchase Intention Produk Kemasan Ramah Lingkungan Pada Konsumen Muslim Indonesia yang dimediasi oleh green concern dan dimoderasi oleh religiosity. *Repository Telkom University*, xii, 120p.

Hotimah, R. A. D. N., & Samsudin, A. (2024). View of The Influence of Green Product, Green Marketing, and Green Brand Image Towards Green Purchase Intention on Sensatia Botanicals Products in Surabaya. *Formosa Journal of Multidisciplinary Research* , 3 (2)(12-2-2024), 551–562.

Huyler, D., & McGill, C. (2019). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, by John Creswell and J. David Creswell. Thousand Oaks, CA: Sage Publication, Inc. 275 pages, 67.00 (Paperback). *New Horizons in Adult Education and Human Resource Development*, 31, 75–77. <https://doi.org/10.1002/nha3.20258>

Ilham, B., Wijaya, A., Aminah, S., Pembangunan, U., Veteran, N. ", & Timur, J. (2024). The Influence OF Brand Image AND Brand Awareness ON The Purchasing Decisions OF Biore Facial Cleanser (Study On Men In Surabaya City) (*Studi P. Management Studies and Entrepreneurship Journal*, 5(1), 54–60. <http://journal.yrpiiku.com/index.php/msej>

Johnson, R., & Christensen, L. (2024). *Educational Research Quantitative, Qualitative, and Mixed Approaches Fifth Edition*.

Kusumawati, A. R. F. P. (2020). Pengaruh Greenwash, Positive Green Word-Of-Mouth, Dan Green Skepticism terhadap Green Purchase Intention (Survei pada Konsumen Starbucks Coffeedi Yogyakarta). *Upn" Veteran Yogyakarta*.

Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 50(2), 226–251. <https://doi.org/10.1007/s11747-021-00829-4>

- Lou, C., & Yuan, S. (2018). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19, 1–45.
<https://doi.org/10.1080/15252019.2018.1533501>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). Factors Affecting on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. *International Journal of Social Science and Humanity*, 7(5), 330–335.
<https://doi.org/10.18178/ijssh.2017.v7.844>.
- MOBILE LEGENDS. Lontar : Jurnal Ilmu Komunikasi, 7(2), 45–55.
- Notoatmodjo, S. (2022). (2022). Metode penelitian kesehatan . IKAPI.
- Pratama, O. A. (2023). Pengaruh Greenwashing Dan Green Brand Image Terhadap Green Purchase Intention Dengan Green Skepticism Sebagai Variabel Mediasi (Studi Pada Air Mineral Pure Life Brand Nestle) Tugas Akhir. Universitas Kristen Satya Wacana.
- Pratama, R., & Dewi, S. (2023). Pengaruh Influencer Marketing terhadap Minat Beli Produk Berkelanjutan: Studi pada Generasi Z. *Jurnal Komunikasi Pemasaran*, 7(2), 112-125.
- Putri, M. K., & Dermawan, R. (2023). Influence of Content Marketing and Influencer Marketing on the Purchase Intention of Somethinc Products on TikTok Gen Z Users in Surabaya. *Indonesian Journal of Business Analytics*, 3(5), 1663–1672.
<https://doi.org/10.55927/ijba.v3i5.5437>
- Putri, A. R., & Setyorini, R. (2023). Pengaruh Citra Merek dan Kesadaran Lingkungan terhadap Minat Beli Produk Ramah Lingkungan. *Jurnal Ilmu Manajemen dan Akuntansi*, 11(2), 150-165.
- Rachman, A., Samanlangi, A., & Purnomo, H. (2024). Metode penelitian kuantitatif, kualitatif dan r&d.
- Rahmawati, D., & Firmansyah, A. (2022). Persepsi Greenwashing dan Pengaruhnya terhadap Niat Beli Produk Hijau. *Jurnal Pemasaran Berkelanjutan*, 6(1), 45-58.
- Rijitha R. (2023). The impact of social media marketing on consumer purchase intention. 100–119. <https://www.researchgate.net/publication/358730635>
- Santoso, B., & Prabowo, R. (2021). Pengaruh Greenwashing terhadap Keputusan Pembelian Produk Ramah Lingkungan: Studi pada Konsumen Generasi Milenial. *Jurnal Ekonomi dan Bisnis Terapan*, 9(3), 210-225.

- Sauki, M. S., Wardani, N. I. K., & Sholihah, D. D. (2025). Pengaruh Green Product, Green Brand Image, Dan Brand Ambassador Terhadap Purchase Intention Pada Mie Lemonilo x NCT Dream. [UPN VETERAN JAWA TIMUR]. <https://repository.upnjatim.ac.id/id/eprint/33948>
- Sekar Sari, N. Z., & Siti Aminah. (2024, 10 31). The Effect of Content Marketing and Influencer Marketing on Purchasing Decisions for Azarine Sunscreen Products for Tiktok Gen Z Users in Surabaya. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7(1), 323-343. <https://doi.org/10.31538/ijse.v8i1.5531>
- Sholihah, D. D., & Ariescy, R. R. (2023, 11 19). Promoting Responsible Consumption through Green Marketing: An In-Depth Literature Review. *PROISRM*, 8(3), 141-141.
- Simanjuntak, M., & Putra, A. H. P. K. (2021). Theoretical Implications of Theory Planned Behavior on Purchasing Decisions: A Bibliometric Review. *Golden Ratio of Mapping Idea and Literature Format*, 1(1), 1–7. <https://doi.org/10.52970/grmilf.v1i1.18>
- Stephanie, A., & Jirásek, I. M. (2023). Impact of Greenwashing (Marketing) on Consumer Behavior.
- Tamrin. (2023). Pengaruh Influencer Marketing, Green Marketing, Dan Brand Image Terhadap Minat Beli Konsumen Produk Avoskin. Universitas Negeri Mulawarman.
- Tengku Firli Musfar, m.h.n.(2021). Proses_green_purchase_intention_industri.
- TerraChoice. (2009). Environmental Claims in Consumer Markets Summary Report : North America. Environmental Claims in Consumer Markets, April 2009, 26. <http://sinsofgreenwashing.com/index3c24.pdf>
- Toh, E., Hwa, B., & Perumal, S. (2015). Application of the Theory of Planned Behaviour on Impulse Buying Behaviour in an Internationalized Shopping Centre.
- Wijaya, S., & Lestari, D. (2024). Peran Keunikan Produk Hijau dalam Memediasi Pengaruh Citra Merek terhadap Niat Beli. *Jurnal Ekonomi dan Bisnis Berkelanjutan*, 8(1), 78-92.
- Yang, Z., Nguyen, T. T. H., Nguyen, H. N., Nguyen, T. T. N., & Cao, T. T. (2020). Greenwashing behaviours: Causes, taxonomy and consequences based on a systematic literature review. In *Journal of Business Economics and*

Management (Vol. 21, Issue 5, pp. 1486–1507). VGTU.
<https://doi.org/10.3846/jbem.2020.13225>.

Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, .
<https://doi.org/10.3389/fpsyg.2021.644020>