

## DAFTAR PUSTAKA

- Aaker, D. A. (2012). *Building Strong Brands*. Simon and Schuster.
- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Ahadun, A., Ariningsih, E. P., & Prasaja, M. G. (2021). Pengaruh Green Product Quality Dan Green Corporate Image Terhadap Green Customer Loyalty Dimediasigreen Customer Satisfaction (Studi pada Konsumen lemari es SHARP J-Tech Inverter di Kabupaten Purworejo). *Volatilitas*, 3(6).
- Alamsyah, D. P., & Hariyanto, O. I. B. (2017). Store image of organic product: Social responsibility and trust's mediator. *Cyber and IT Service Management (CITSM), 2017 5th International Conference*, 1–4.
- Albayrak, T., Aksoy, S., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behavior. *Marketing Intelligence & Planning*, 31(1), 27–39.
- Ali, A., Khan, A. A., Ahmed, I., & Shahzad, W. (2011). Determinants of Pakistani consumers' green purchase behavior: Some insights from a developing country. *International Journal of Business and Social Science*, 2(3), 217–226.
- Ali, R., Leifu, G., Rafiq, M., & Hassan, M. (2015). Role Of Perceived Value, Customer Expectation, Corporate Image And Perceived Service Quality On The Customer Satisfaction. *The Journal of Applied Business Research*, 31(4).
- Amores-Salvador, J., Martín-de Castro, G., & Navas-López, J. E. (2014). Green corporate image: Moderating the connection between environmental product innovation and firm performance. *Journal of Cleaner Production*, 83, 356–365. <https://doi.org/10.1016/j.jclepro.2014.07.059>
- Ariani, M., & Rahmidani, R. (2020). Pengaruh Green Marketing dan Consumer Knowledge Terhadap Brand Image Produk Tupperware. *EcoGen*, 3(4), 572-583.
- Arisyi, D. F., & Engriani, Y. (2019). Pengaruh Faktor Personal dan Attitude Terhadap Green Consumer Behavior Produk LGGreen Health Pada Masyarakat Kota Padang. *Jurnal Kajian Manajemen dan Wirausaha*, 1(1).
- Asgharian, R., Salehi, M., Saleki, Z. S., Hojabri, R., & Nikkheslat, M. (2012). Green product quality, green customer satisfaction, and green customer loyalty. *International Journal of Research in Management & Technology (IJRMT)*, 2(5), 499–503.
- Aydin, S., & Ozer, G. (2005). The analysis of anteceents of customer loyalty in the Turkish mobile tellecommunication market. *European Journal of Marketing*,

39(7), 910-925.

- Bathmanathan, V., & Hironaka, C. (2016). Sustainability and business: What is green corporate image? IOP Conference Series: Earth and Environmental Science, 32(1), 012049. IOP Publishing.
- Bekk, M., Kerschreiter, R., & Sporrle, M. (2016). Greening the competitive advantage: Antecedents and consequences of green brand equity. *Quality & Quantity*, 50, 1727-1746.
- Biedenbach, G., Bengtsson, M., & Marell, A. (2015). Brand equity, satisfaction, and switching costs. *Marketing Intelligence & Planning*, 33(2), 164–178. <https://doi.org/10.1108/MIP-03-2014-0059>
- Bloemer, J., & Odekerken-Schroder, G. (2002). Store satisfaction and store loyalty explained by customer and store related factors. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15, 68-80.
- Butt, M. M., Khong, K. W., & Ong, F. S. (2013). Antecedents of green brand equity: An integrated approach. *Journal of Business Ethics*, 121, 203–215.
- Butt, M. M., Mushtaq, S., Afzal, A., Khong, K. W., Ong, F. S., & Ng, P. F. (2017). Integrating behavioural and branding perspectives to maximize green brand equity: A holistic approach. *Business Strategy and the Environment*, 26(4), 507–520.
- Cecilia, F., & Tanamal, R. (2020). Analysis The Effect of Green Computing on Green Satisfaction, Green Perceived Quality, and Green Trust on The Apple Consumer using SEM-PLS in Surabaya. *SISFORMA: Journal of Information System*, 7(1). DOI 10.24167/Sisforma
- Chaen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2018). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1).
- Chahal, H., Dangwal, R., & Raina, S. (2014). Antecedents and consequences of strategic green marketing orientation. *Journal of Global Responsibility*, 5(2), 338–362. <https://doi.org/10.1108/JGR-09-2013-0012>
- Chang, C. H., & Chen, Y. S. (2013). Managing green brand equity: The perspective of perceived risk theory. *Quality & Quantity*, 48, 1753–1768.
- Chang, C. T. (2012). Are guilt appeals a panacea in green advertising? The right formula of issue proximity and environmental consciousness. *International Journal of Advertising*, 31(4), 741–771. <https://doi.org/10.2501/IJA-31-4-741-771>.
- Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green satisfaction and green customer loyalty. *African Journal of Business Management*, 4(13), 2836–2844.
- Chen, Y. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93, 307-319. DOI 10.1007/s10551-009-0223-9

- Chen, Y. S., Lai, S. B., & Wen, C. T. (2006). The Influence of Green Innovation Performance on Corporate Advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331-339.
- Chen, Y. S., Lin, C. L., & Chang, C.-H. (2013). The Influence Of Greenwash On Green Word-Of-Mouth (Green WOM): The Mediation Effects Of Green Perceived Quality And Green Satisfaction. *Qual Quant*, 48, 2411–2425.
- Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland)*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
- Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland)*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
- Chen, Y., & Chang, C. (2013). Towards green trust The influences of green perceived quality, green perceived risk, and green satisfaction. *Management Decision*, 51(1), 63-82. DOI 10.1108/00251741311291319
- Citra, L. M., & Fahmi, M. (2019). Pengaruh Kepemimpinan, Kepuasan Kerja Dan Motivasi Kerja Terhadap Loyalitas Karyawan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 2(2), 214-225. DOI: <https://doi.org/10.30596/maneggio.v2i2.3776>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158–174. <https://doi.org/10.1007/s11747-010-0227-0>
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158–174. <https://doi.org/10.1007/s11747-010-0227-0>
- Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward an integrated conceptual framework. *Journal of Academy of Marketing Science*, 22(2), 99-113
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Dimitriadis, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organisations some evidence from Greece. *Management Research News*, 29(12), 782-800.

- Dowling, G. (2004). *Corporate reputations: Strategies for developing the corporate brand*. Kogan Page.
- Ellison, B., Duff, B. R. L., Wang, Z., & White, T. B. (2016). Putting the organic label in context: Examining the interactions between the organic label, product type, and retail outlet. *Food Quality and Preference*, 49, 140–150.
- Elsäßer, M., & Wirtz, B. W. (2017). Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting. *Journal of Business & Industrial Marketing*, 32(1), 138–152. <https://doi.org/10.1108/JBIM-05-2015-0101>
- Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *J. Consum. Res.*, 32, 378–389.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6-21.
- Fornell, C., Mithas, S., Morgenson, F. V., & Krishnan, M. S. (2006). Customer satisfaction and stock prices: High return, low risk. *Journal of Marketing*, 70(1), 3–14. <https://doi.org/10.1509/jmkg.2006.70.1.3>
- Gao, Y. L., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. *International Journal of Hospitality Management*, 54, 107–115.
- Gao, Y., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. *International Journal of Hospitality Management*, 54, 107–115.
- Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. *International Journal of Business and Research*, 15(3), 301-319.
- Global Opportunity Explorer. (2018). Company Pursue Business Opportunities Arising from the Green Consumer Choices. Retrieved from <https://goexplorer.org/green-consumer-choices/>.
- Global Web Index. (2019). *Global Interest in Sustainable Products 2011-2018*. Retrieved from <https://blog.gwi.com/chart-of-the-week/lifting-the-lid-on-sustainable-packaging/>.
- Gountas, J., & Gountas, S. (2007). Personality orientations, emotional states, customer satisfaction, and intention to repurchase. *Journal of Business Research*, 60(1), 72–75. <https://doi.org/10.1016/j.jbusres.2006.08.007>
- Gupta, S., & Kumar, V. (2013). Sustainability as corporate culture of a brand for superior performance. *Journal of World Business*, 48(3), 311–320. <https://doi.org/10.1016/j.jwb.2012.07.015>.
- Gupta, V. (2020). Enchancing Green Product Purchase Behavior: The Role Of

- Green Satisfaction And Green Loyalty. *International Journal on Customer Relations*, 8(1), 11–20.
- Ha, M. (2022). Greenwash and green brand equity: The mediating role of green brand image, green satisfaction, and green trust, and the moderating role of green concern. *PLoS ONE*, 17(11). DOI: <https://doi.org/10.1371/journal.pone.0277421>
- Hadi, S. P. (2014). *Bunga Rampai Manajemen Lingkungan*. Thafa Media.
- Hadi, S. P., & Prabawani, B. (2024). *Bisnis Berkelanjutan: Teori dan Implementasi*. Istana Agency.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2009). Green advertising revisited. *Int. J. Advert*, 28, 715–739.
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *J. Bus. Res*, 65, 1254–1263.
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. PT Intermedia Personalia Utama.
- Hashish, M. E., Abdou, A. H., Mohamed, S. A., Elenain, A. S., & Salama, W. (2022). The Nexus between Green Perceived Quality, Green Satisfaction, Green Trust, and Customers' Green Behavioral Intentions in Eco-Friendly Hotels: A Structural Equation Modeling Approach. *International Journal of Environmental Research and Public Health*, 19, 16195. <https://doi.org/10.3390/ijerph192316195>
- Hong, P., Kwon, H. B., & Roh, J. J. (2009). Implementation of strategic green orientation in supply chain. *European Journal of Innovation Management*, 12(4), 512–532. <https://doi.org/10.1108/14601060910996945>
- Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Mark. Intell. Plan.*, 26, 26–42.
- Hu, W., & Wall, G. (2005). Environmental Management, Environmental Image and the Competitive Tourist Attraction. *Journal of Sustainable Tourism*, 13(6), 617-635.
- Hunter, T., & Bansal, P. (2006). How standard is standardized MNC global environmental communication? *Journal of Business Ethics*, 71(2), 135–147.
- Hussain, K., & Waheed, A. (2016). Building green brand relations: the role of green brand image as significant driver. *International Journal of Environment, Workplace and Employment*, 4(2).
- Ibrahim, H., & Najjar, F. (2008). Assessing the effects of self-congruity, attitudes and customer satisfaction on customer behavioral intentions in retail environment. *Marketing Intelligence and Planning*, 26(2), 207-277.
- Imaningsih, E. S., Tjiptoherijanto, P., Heruwasto, I., & Aruan, D. T. (2019). Linking

- of Egoistic, Altruistic, and Bio spheric Values to Green Loyalty: The Role of Green Functional Benefit, Green Monetary Cost and Green Satisfaction. *Journal of Asian Finance Economics and Business*, 6(2), 277-286. DOI:10.13106/jafeb.2019.vol6.no2.277
- Indahniar, A. H., Kusdyah, I., & Fathorrahman. (2021). Pengaruh Kualitas Pelayanan Dan Budaya Akademik Terhadap Kepuasan Melalui Brand Image Pada Mahasiswa Program Studi Destinasi Pariwisata, Politeknik Kota Malang. *Jurnal Ekonomi Manajemen dan Bisnis*, 2(1). DOI: <https://doi.org/10.32815/jubis.v2i2.441>
- Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>
- Issock, P. B. I., Mpinganjira, M., & Roberts-Lombard, M. (2019). Modelling green customer loyalty and positive word of mouth Can environmental knowledge make the difference in an emerging market?. *International Journal of Emerging Markets*, 15(3), 405-426. DOI 10.1108/IJOEM-09-2018-0489
- Izogo, E. E. (2015). Determinants of attitudinal loyalty in Nigerian telecom service sector: Does commitment play a mediating role? *Journal of Retailing and Consumer Services*, 23, 107–117. <https://doi.org/10.1016/j.jretconser.2014.12.010>
- Jain, S. K., & G. Kaur. (2004). Green Marketing: An Indian Perspective. *Decision*, 31(2), 168–209.
- Jamal, A. (2004). Retail banking and customer behaviour: A study of selfconcept, satisfaction and technology usage. *The International Review of Retail, Distribution and Consumer Research*, 14(3), 357–379.
- Jannah, L., & Hernawati, E. (2021). Konsep Green Marketing Dan Dampaknya Terhadap Perilaku Konsumen Indonesia. *Jurnal Bina Manajemen*, 9(2), 92-112.
- Jeong, E., Jang, S., Day, J., & Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10–20.
- Joshi, Y., & Rahman, Z. (2016). Predictors of young consumer's green purchase behaviour. *Management of Environmental Quality*, 27(4), 452– 472.
- Kalafatis, S. P., & Pollard, M. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*, 16(4/5), 441-60.
- Kang, S., & Hur, W. M. (2012). Investigating the Antecedents of Green Brand Equity: A Sustainable Development Perspective. *Corporate Social Responsibility and Environmental Management*, 19(5), 306–316.

<https://doi.org/10.1002/csr.281>

- Kardes, F. R., Posavac, S. S., & Cronley, M. L. (2004). Consumer inference: a review of processes, bases, and judgment contexts. *Journal of Consumer Psychology*, 14(3), 230-56.
- Katadata. (2023). Merek Air Conditioner/AC yang Paling Banyak Digunakan Konsumen Indonesia (Februari 2023). Retrieved from <https://databoks.katadata.co.id/datapublish/2023/03/03/mayoritas-buatan-korsel-jepang-ini-merek-ac-paling-banyak-digunakan-konsumen-indonesia>.
- Katadata. (2023). 10 Merek Mesin Cuci yang Dipakai Warga Setahun Terakhir (2022-2023). Retrieved from <https://databoks.katadata.co.id/datapublishembed/149938/ini-merek-mesin-cuci-yang-kerap-dipakai-warga-ri-lg-paling-unggul>.
- Kim, C., Zhao, W., & Yang, K. H. (2008). An empirical study on the integrated framework of e-CRM in online shopping: evaluating the relationships among perceived value, satisfaction, and trust based on customers' perspectives. *Journal of Electronic Commerce in Organizations*, 6(3), 1–19.
- Kim, D. H., Kim, Y. S., Amsden, J., Panilatis, B., Kaplan, D. L., Omenetto, F. G., Zakin, M. R., & Rogers, J. A. (2009). Silicon electronics on silk as a path to bioresorbable, implantable devices. *Applied Physical Letter*, 95, 133701.
- Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of Collectivism, Environmental Concern, and PCE. *Advances in Consumer Research*, 32, 592-599.
- Kordshouli, H., Ebrahimi, A., & Allahyari Bouzanjani, A. (2015). An analysis of the green response of consumers to the environmentally friendly behaviour of corporations. *Iranian Journal of Management Studies*, 8(3), 315–334.
- Kordshuli, H., & Buzejani, A. (2011). Effects of green marketing mix on green purchasing decisions of consumers (Case Study: Consumers of Pegah Dairy Company in the city of Shiraz). *The Quarterly Journal of Modern Marketing Research*, 4, 180–165.
- Kotler & Keller. (2008). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P. (2008). *Manajemen Pemasaran*. Jakarta: PT Prenhallindo.
- Krause, D. (1993). Environmental Consciousness: An Empirical Study. *Journal of Environment and Behavior*, 25(1), 126–142.
- Kull, A. J., & Heath, T. B. (2016). You decide, we donate: Strengthening consumer-brand relationships through digitally co-created social responsibility. *International Journal of Research in Marketing*, 33(1), 78–92.
- Lam, R., Burton, S., & Lo, H.P. (2009). Customer trade-offs between key determinants of SME banking loyalty. *International Journal of Bank Marketing*, 27(6), 428-445.

- LG Global. (2023). *History*. Retrieved from <https://www.lg.com/global/corporate-info/#history>
- LG Global. (2023). *Introducing Our Logo*. Retrieved from <https://www.lg.com/global/our-brand/brand-expression/logo/>.
- LG.com. (2023). LG Experience. Retrieved from <https://www.lg.com/uk/lg-experience/our-stories/eco-friendly-products-commitments/>.
- Li, R., Wang, L., Kong, D., & Yin, L. (2018). Recent progress on biodegradable materials and transient electronics. *Bioact Mater*, 3, 322-333.
- Liao, Y., Wu, W., & Pham, T. (2020). Examining the Moderating Effects of Green Marketing and Green Psychological Benefits on Customers' Green Attitude, Value and Purchase Intention. *Sustainability*, 12, 7461.
- Linton, J. D., Klassen, R., & Jayaraman, V. (2007). Sustainable supply chains: An introduction. *Journal of Operations Management*, 25(6), 1075–1082. <https://doi.org/10.1016/j.jom.2007.01.012>
- Liu, D., Yin, y., & Cheng, H. (2019). Physically transient memristor based on the permeation of water at the interface of electrode and substrate. *Journal of Alloy Compounds*, 810, 151957.
- Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A. (2008). Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of e-commerce web sites. *J. Manag. Inf. Syst.*, 24, 199–224.
- Mai, L., & Ness, M. R. (2006). A Structural Equation Model of Customer Satisfaction and Future Purchase of Mail-Order Speciality Food. *Int. Journal of Business Science and Applied Management*, 1(1), 1–13.
- Marakanon, L., & Panjakajornsak, V. (2016). Developing and Examining a Model of Perceived Quality, Perceived Value and Perceived Risk Affecting Customer Loyalty of Environmentally-Friendly Electronic Products. *Social Science & Humanities*, 14(4), 1481-1501.
- Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38, 24-30.
- Mayer, A. (2013). Education and the environment: An international study. *International Journal of Sustainable Development & World Ecology*, 20(6), 512–519.
- McIntosh, A. (1991). The Impact of Environmental Issues on Marketing and Politics in the 1990s. *Journal of the Market Research Society*, 33(3), 205–217.
- Morrin, M. (1991). The impact of brand extensions on parent brand memory structures and retrieval processes. *J. Mark. Res*, 36, 517–525.
- Mourad, M., Serag, Y., Ahmed, E., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537. <https://doi.org/10.1108/14601061211272402>.

- Namkung, Y., & Jang, S. (2013). Effects of restaurant green practices on brand equity formation: Do green practices really matter? *International Journal of Hospitality Management*, 33, 85–95.
- Neset, E., Nervik, B., & Helgesen, O. (2011). Satisfaction And Image As Mediators Of Store Loyalty Drivers In Grocery Retailing. *The International Review Of Retail, Distribution And Consumer Research*, 21(3), 267–292. DOI: <https://doi.org/10.1080/09593969.2011.588716>
- Ng, P. F., Butt, M. M., Khong, K.W., & Ong, F. S. (2014). Antecedents of green brand equity: An integrated approach. *J. Bus. Ethics*, 121, 203–215.
- Nguyen-Phuoc, D. Q., Tran, P. T. K., Su, D. N., Oviedo-Trespacios, O., & Johnson, L. W. (2021). The formation of passenger loyalty: Differences between ride-hailing and traditional taxi services. *Travel Behaviour and Society*, 24(March), 218–230. <https://doi.org/10.1016/j.tbs.2021.04.006>
- Norazah, M. S. (2013). Green awareness effects on consumer's purchasing decision: Some insights from Malaysia. *International Journal of AsiaPacific Studies*, 9(2), 49–63.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- Oliver, R.L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 63, 33–44.
- Ottman, J. A. (1992). *Green Marketing*. NTC Business Books.
- Ottman, J. A. (2011). *The New Rules Of Green Marketing*. Greenleaf Publishing.
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606–625.
- Papista, E., & Dimitriadis, S. (2019). Consumer – green brand relationships: revisiting benefits, relationship quality and outcomes. *Journal of Product and Brand Management*, 28(2), 166–187. <https://doi.org/10.1108/JPBM-09-2016-1316>
- Peattie, K. (1992). *Green Marketing*. Pitman Publishing Corp.
- Peattie, K. (2004). Towards Sustainability: The Third Age of Green Marketing. *The Marketing Review*, 2(2), 129–146. <https://doi.org/10.1362/1469347012569869>
- Polonsky, M. J. (1994). Green Marketing Regulation in the US and Australia: The Australian Checklist. *Greener Management International*, 5, 44–53.
- Porter, M. E., & van der Linde, C. (1995). Green and competitive. *Harvard Business Review*, 73(5), 120–134.

- Qualls, W. J., & Rosa, J. (1995). Assessing industrial buyers' perceptions of quality and their effects on satisfaction. *Industrial Marketing Management*, 24(5), 359-68.
- Rauyruen, P., Miller, K. E., & Groth, M. (2009). B2B services: Linking service loyalty and brand equity. *Journal of Services Marketing*, 23(3), 175–186. <https://doi.org/10.1108/08876040910955189>
- Riel, C. B., & Fombrun, C. J. (2007). Essentials of corporate communication: Implementing practices for effective reputation management. *Routledge*. <https://doi.org/10.4324/9780203390931>
- Saeednia, H., & Valahzaghari, S. (2012). A study to measure the impact of customer perception, quality, environment concern and satisfaction on green customer loyalty. *Management Science Letters*, 2(8), 2881–2888. <https://doi.org/10.5267/j.msl.2012.09.022>
- Saleem, M. A., Khan, M. A., & Alam, S. (2015). Antecedents Of Green Purchase Intentions: Evidence From Customers Of Electronics Products From Multan District. *Journal Of European Academic Research*, II.
- Schiffman, L., & Kanuk, K. L. (2008). *Consumer Behaviour 7th Edition (Perilaku Konsumen)*. Jakarta: PT. Indeks.
- Seuring, S., & Müller, M. (2008). Core issues in sustainable supply chain management - A Delphi study. *Business Strategy and the Environment*, 17(8), 455–466. <https://doi.org/10.1002/bse.607>
- Shaheen, M., Ahmad, N., Shaheen, H., & Adnan, M. (2017). Green Product Quality And Green Brand Image As Predictors Of Green Customer Satisfaction. *International Conference on Management & Technology*, 318-328.
- Silva, G. M., Gomes, P. J., & Sarkis, J. (2019). The role of innovation in the implementation of green supply chain management practices. *Business Strategy and the Environment*, 28(5), 819–832. <https://doi.org/10.1002/bse.2283>
- Sreen, N., Purbey, S. & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal Of Retailing And Consumer Services*, 41, 177-189.
- Sugiyono. (2006). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Suhaily, L., & Darmoyo, S. (2019). Effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision. *International Journal of Contemporary Applied Researches*, 6(1).
- Suki, N. M. (2017). Green products usage: Structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development and World Ecology*, 24(1), 88–95. <https://doi.org/10.1080/13504509.2016.1169563>

- Supriyanto, R., Yayuk, F., Mandasari, F., & Yapie, A. K. (2019). Consumer Behavior Model for Green Product Consumption: Determinant and Impact of Green Satisfaction on Green Loyalty. *Proceeding of The 5th Conference on Communication, Culture and Media Studies*.
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: a study in a retail environment. *Journal of Retailing*, 75(1), 77-105.
- Tariq, B., & Mat, N. K. N. (2018). Understanding the moderating role of government regulations in telecom sector of Pakistan. *Journal of Telecommunication, Electronic and Computer Engineering*, 10(1-11), 103-107.
- Tempo. (2022). *Inspirasi Kota Peduli Lingkungan*. Retrieved from <https://newsletter.tempo.co/read/1562450/inspirasi-kota-peduli-lingkungan>.
- Tingchi Liu, M., Wong, I. A., Shi, G., Chu, R., & Brock, J. L. (2014). The impact of corporate social responsibility (CSR) performance and perceived brand quality on customer-based brand preference. *The Journal of Services Marketing*, 28(3), 181-194.
- Top Brand Index. (2023). *Komparasi Brand Index*. Retrieved from [https://www.topbrand-award.com/komparasi\\_brand/bandingkan?id\\_award=1&id\\_kategori=16&id\\_subkategori=233&tahun\\_awal=2018&tahun\\_akhir=2022&brand1=LG&brand2=Panasonic&brand3=Polytron&brand4=Samsung&brand5=Sharp](https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=16&id_subkategori=233&tahun_awal=2018&tahun_akhir=2022&brand1=LG&brand2=Panasonic&brand3=Polytron&brand4=Samsung&brand5=Sharp).
- Top Brand Index. (2023). *Komparasi Brand Index*. Retrieved from [https://www.topbrand-award.com/komparasi\\_brand/bandingkan?id\\_award=1&id\\_kategori=16&id\\_subkategori=235&tahun\\_awal=2019&tahun\\_akhir=2023](https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=16&id_subkategori=235&tahun_awal=2019&tahun_akhir=2023)
- Tseng, S. C., & Hung, S. W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59, 174-184. <https://doi.org/10.1016/j.jclepro.2013.06.050>
- Tuu, H. H., Olsen, S. O., & Linh, P. T. T. (2011). The moderator effects of perceived risk, objective knowledge and certainty in the satisfaction-loyalty relationship. *Journal of Consumer Marketing*, 28(5), 363-375.
- Vandermerwe, S., & Oliff, M. D. (1990). Customers Drive Corporations Green. *Long Range Planning*, 23(6), 10-16.
- Welling, M. ., & Chavan, A. (2010). Analysing The Feasibility Of Green Marketing In Small & Medium Scale Manufacturers. *Asian Pacific Journal of Research in Business Management*, 1(2), 1-15.
- Wilson, N. (2022). Price Satisfaction Vs Product Quality: Which Factor Has A More Significant Effect On Customer Loyalty Toward Green Products?. *Development of Research Management*, 17(1).

- Windayanti, D. T., & Chrysnaputra, R. D. (2020). Pengaruh Green Brand Image Terhadap Brand Loyalty Yang Dimediasi Oleh Green Satisfaction (Studi Kasus Pada Konsumen AC Panasonic di Kota Batam). *An-Nisabah Jurnal Perbankan Syariah*, 1(2).
- Wu, H., Wei, C., Teng, L., & Cheng, C. (2018). What drives green brand switching behavior?. *Marketing Intelligence & Planning*, 0263-4503. DOI 10.1108/MIP-10-2017-0224
- Wu, P. C., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australas. Mark. J.*, 19, 30–39.
- Xue, M., & Xu, Z. (2017). Application of Life Cycle Assessment on Electronic Waste Management: A Review. *Environment Management*, 59, 693-707.
- Yilmaz, V., Ari, E., & Gurbuz, H. (2018). Investigating The Relationship Between Service Quality Dimensions, Customer Satisfaction and Loyalty in Turkish. In *International Journal of Bank Marketing*, 34(1).
- Yu, X., Shou, W., Mahajan, B. K., Huang, X., & Pan, H. (2018). Materials, processes, and facile manufacturing for bioresorbable electronics: A review. *Advance Material*, 30, 18076624.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A metaanalytic path analysis. *Journal of Business Research*, 132, 732–743.
- Zboja, J. J., & Voorhees, C. M. (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*, 20(5), 381–390. <https://doi.org/10.1108/08876040610691275>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *J. Mark.*, 52, 2–22.
- Zero Waste Living Lab. (2019). *Increase of Zero Waste Company in Indonesia 2002-2018*. Retrieved from <https://zerowastelivinglab.enviu.org/blogs/the-indonesian-zero-waste-market-a-promising-niche-market-with-the-potential-to-accelerate/>.