

DAFTAR PUSTAKA

- Moriarity. et. al (2009). Advertising (8th edition).
- Assael, H. (1992). *Consumer Behavior & Marketing Action 4th Edition*. PWS-KENT: Publishing Company.
- Data Top Brand Index Kategori Sabun Pembersih & Pelembab Wajah*. (2022). Retrieved from www.topbrand-award.com
- Bar, S., & Gilg, A. (2006). Sustainable lifestyle: framing environmental action in and around the home. *Geoforum*, 37, 906-920.
- Bloom, G. a. (1994). Consumer Perception Of The Enivorenment Impact of Any Industrial Service. *Marketing Intelligence & Planning*, 37-38.
- Buchari, A. (2007). *Manajamen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Feri Arif Kurniawan, S. E. (2020). Pengaruh Brand Awareness, Iklan Media Sosial, dan E-Word of Mouth Terhadap Keputusan Pembelian Sepeda Motor Honda. *Jurnal Sekolah Tinggi Ilmu Ekonomi Indonesia* .
- Grant, J. (2015). The Green Marketing Manifesto. *Journal of Business Ethics Vol. 32*
- Hartati, & T. (2021). Pengaruh Green Product Awareness dan Pengetahuan Produk terhadap Keputusan Pembelian Produk Green Bodycare. *Jurnal Pendidikan Tata Niaga Volume 9 ISSN 2337-6078*.
- Huang, L. &. (2012). Journal of Cleaner Production Volume 22 Issue 1. *The Influence Factors On Choice Behavior Regarding Green Products*, 11-18.
- Hussain, M. A. (2014). Green Awareness Effects on Consumers Purchasing Decision.
- Johri, L. M., & Sahasakmontri, K. (1998). Green Marketing of Cosmetics and Toiletries in. Thailand. *The Journal of Consumer Marketing*, 265-281.
- Keller, P. K. (2008). *Manajemen Pemasaran Jilid 1*. Jakarta: Erlangga.
- Keller, P. K. (2016). *Manajemen Pemasaran Edisi 12*. Jakarta: Erlangga.
- Lestari, N. I. (2020). Pengaruh Green Awareness Terhadap Keputusan Pembelian Produk Kosmetik Ramah Lingkungan Konsumen Generasi Y. *Jurnal Ekonomi Vokasi Vol. 3 No. 1 ISSN 2622-4240*.

- Mangkunegara, A. P. (2000). *Manajemen Sumber Daya Manusia Perusahaan*. Bandung: PT Remaja Rosdakarya.
- Hello, Ghada Mohiuddin and Al Momani, Nail Mohammad. 2014. Green Marketing and Its Relationship to The Purchase Decision: An Empirical Study on Students From King Abdul Aziz University in Jeddah. Educational Research Multimedia & Publications.
- Ni Luh Bayu Okadiani, N. W. (2019). Green Product, Social Media Marketing, and Its Influence On Purchasing Decisions at PT. Sensatia Botanicals. *International Journal of Applied Business and International Management* , 2614-7432.
- Perindustrian, K. (2016). *Pasar Industri Kosmetik di Indonesia*. Retrieved from <https://www.kemenperin.go.id/>
- Philip Kotler, K. K. (2009). *Manajemen Pemasaran Jilid 1 Edisi 13*. Jakarta: Erlangga.
- Ratnasari, A. (2011). *Manajemen Pemasaran Jasa*. Bogor: Penerbit Ghalia Indonesia.
- Rusni, A. (2021). PENGARUH IKLAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA DI KRIDA DINAMIK AUTO NUSA CABANG SUMBAWA. *Jurnal Manajemen dan Bisnis Fakultas Ekonomi dan Bisnis Vol.4 No.2*.
- Saputra, R. &. (2018). Pengaruh Iklan dan Citra Merek terhadap Minat Beli Konsumen Produk Merek Honda (Survei Konsumen pada Dealer CV. Cempaka Motor di Kabupaten Sijunjung). *Doctoral Dissertation: Riau University*.
- Semenzato, A., Costantini, A., Meloni, M., Maramaldi, G., Meneghin, M., & Baratto, G. (2015). Formulating O/W Emulsions with Plant-Based Actives: A Stability Challenge for an Effective Product . *Cosmetics*, 5, 59.
- Shalmont, J. (2020). SUSTAINABLE BEAUTY: KESIAPAN KONSUMEN DI INDONESIA DALAM MENGINTEGRASIKAN KONSEP KEBERLANJUTAN DALAM PENGELOLAAN SAMPAH KEMASAN PLASTIK PRODUK KECANTIKAN [Sustainable Beauty: Indonesian Consumers' Readiness to Integrate the Concept of Sustainability in th. *Law Review Volume XX, No.2, 2*.
- Sugiyono. (2010). *Metode Penelitian Bisnis*. Bandung: Alfabeta
- Suyadi. (2007). *Filosofi Baru Tentang Manajemen Mutu*. Jakarta: Bumi Aksara.
- Tiwari, S. T. (2011). Green Marketing - Emerging Dimensions. *Journal Of Business Excellence*, 18-23.

- Tjiptono, F. (2008). *Strategi Pemasaran Edisi III*. Yogyakarta: CV Andi Offset.
- Wells, W. (2000). *Advertising Principles and Practice*. Prentice Hall.
- Winarno, Slamet Heri & Bryan Givan. (2019). Green Product dan Gaya Hidup Pengaruhnya Pada Keputusan Pembelian. *Jurnal Ecodemica* Vol. 3 No.1
- Yulianti, N. M. (2020). PENGARUH BRAND IMAGE, GREEN MARKETING STRATEGY, DAN. *Jurnal Ilmiah Manajemen dan Bisnis ISSN: 2528-1208, ISSN: 2528-2077* , 1.
- Yohanes, E., Ellitan, L., Junaedi, C. M. (2021). The Effect of Endorsers and Social Media Advertising on Consumer Purchase Decisions of Instagram Social Media Users with Brand Awareness as a Mediating Variable. *Journal of Entrepreneurship & Business Vol 2 No. 2*
- Zulkifli, A. (2020). *Green Marketing: Redefinisi Green Product, Green Price, Green Place, dan Green Promotion*. Yogyakarta: Graha Ilmu.