

## DAFTAR PUSTAKA

- Ahani, A., Nilashi, M., Yadegaridehkordi, E., Sanzogni, L., Tarik, A. R., Knox, K., Samad, S., & Ibrahim, O. (2019). Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels. *Journal of Retailing and Consumer Services*, 51, 331–343. <https://doi.org/10.1016/j.jretconser.2019.06.014>
- Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2023). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. *Environmental Science and Pollution Research*, 30(5), 11473–11495. <https://doi.org/10.1007/s11356-022-22944-7>
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. Springer.
- Ajzen, I. (1988). Attitudes, personality, and behavior. *Milton Keynes: Open University Press Dan Chicago*.
- Amoako, G. K., Doe, J. K., & Dzugbenuku, R. K. (2020). Perceived firm ethicality and brand loyalty: the mediating role of corporate social responsibility and perceived green marketing. *Society and Business Review*, 16(3), 398–419. <https://doi.org/10.1108/SBR-05-2020-0076>
- Amoako, G. K., Dzugbenuku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence and Planning*, 40(3), 310–327. <https://doi.org/10.1108/MIP-11-2018-0543>
- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, 7(1). <https://doi.org/10.1186/s43093-021-00094-5>
- Arbuckle, J. L. (2013). Full information estimation in the presence of incomplete data. *Advanced Structural Equation Modeling*.
- Ashraf, Z., & Asif, R. (2020). Impact of Consumer Preference on Brand Loyalty: Mediating Role of Advertisement Effectiveness. In *NUML International Journal of Business & Management ISSN* (Vol. 15, Issue 2).
- Baktash, L., & Abdul, M. (n.d.). *Green Marketing Strategies: Exploring Intrinsic and Extrinsic Factors towards Green Customers' Loyalty*. ENVIRONMENTAL MANAGEMENT 127. <https://www.researchgate.net/publication/333576444>
- Barbu, A., Catană, Ștefan A., Deselnicu, D. C., Cioca, L. I., & Ioanid, A. (2022). Factors Influencing Consumer Behavior toward Green Products: A Systematic Literature Review. *International Journal of Environmental Research and Public Health*, 19(24). <https://doi.org/10.3390/ijerph192416568>
- Bruckberger, G., Fuchs, C., Schreier, M., & Osselaer, S. M. J. Van. (2023). Retailing Groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness. *Journal of Retailing*, 99(4), 594–604. <https://doi.org/10.1016/j.jretai.2023.11.004>

- Çavuşoğlu, S. (n.d.). *THE EFFECT OF ATTITUDES TOWARD GREEN BEHAVIORS ON GREEN IMAGE, GREEN CUSTOMER SATISFACTION AND GREEN CUSTOMER LOYALTY*. <https://doi.org/10.30892/gtg>
- Chanda, R. C., Isa, S. M., & Ahmed, T. (2023). Factors influencing customers' green purchasing intention: evidence from developing country. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-03-2022-0044>
- Chang, K. C., Hsu, C. L., Hsu, Y. T., & Chen, M. C. (2019). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, 49, 336–345. <https://doi.org/10.1016/j.jretconser.2019.04.012>
- Chima, V. (2019). STORE POSITIONING AND SALES PERFORMANCE OF SUPERMARKET OPERATORS IN NIGERIA. In *African Journal of Innovations in Marketing Research and Management* (Vol. 8, Issue 2). Copyright©2019 Spencer Academic Publication. [www.bushwealthacademicjournal.com](http://www.bushwealthacademicjournal.com)
- Chima, V. (2023). GREEN BRAND AWARENESS AND CUSTOMER PREFERENCE OF ORGANIC BODY CREAM IN SOUTH-SOUTH NIGERIA. In *Journal of Management, Marketing and Accounting Innovations* (Vol. 8, Issue 2).
- Deng, Y. Y., & Yang, Y. C. (2022). Exploring the role of green attributes transparency influencing green customer citizenship behavior. *British Food Journal*, 124(5), 1473–1484. <https://doi.org/10.1108/BFJ-03-2021-0223>
- Flacandji, M., Passebois Ducros, J., & Ieva, M. (2023). Redesigning loyalty marketing for a better world: the impact of green loyalty programs on perceived value. *Journal of Service Theory and Practice*, 33(4), 465–487. <https://doi.org/10.1108/JSTP-07-2022-0145>
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061–2076. <https://doi.org/10.1002/bse.2732>
- Ghazali, I., Abdul-Rashid, S. H., Md Dawal, S. Z., Aoyama, H., Sakundarini, N., Ho, F. H., & Herawan, S. G. (2021). Green product preferences considering cultural influences: a comparison study between Malaysia and Indonesia. *Management of Environmental Quality: An International Journal*, 32(5), 1040–1063. <https://doi.org/10.1108/MEQ-11-2020-0245>
- González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023a). Positive effects of green practices on the consumers' satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10). <https://doi.org/10.1016/j.heliyon.2023.e20353>
- González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023b). Positive effects of green practices on the consumers' satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10). <https://doi.org/10.1016/j.heliyon.2023.e20353>

- Guo, Y., Yen, D. A., Geng, R., & Azar, G. (2021). Drivers of green cooperation between Chinese manufacturers and their customers: An empirical analysis. *Industrial Marketing Management*, 93, 137–146. <https://doi.org/10.1016/j.indmarman.2021.01.004>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616–632. <https://doi.org/10.1007/s11747-017-0517-x>
- 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>
- Joshi, Y., Uniyal, D. P., & Sangroya, D. (2021). Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence. *Journal of Cleaner Production*, 328. <https://doi.org/10.1016/j.jclepro.2021.129638>
- Karatu, V. M. H., & Mat, N. K. N. (2015). The Mediating effects of green trust and perceived behavioral control on the direct determinants of intention to purchase green products in Nigeria. *Mediterranean Journal of Social Sciences*, 6(4), 256–265. <https://doi.org/10.5901/mjss.2015.v6n4p256>
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14106107>
- Kirgiz, A. C. (2016). *Green Marketing: A Case Study of The Sub-Industry in Turkey*. Palgrave Pivot.
- Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34, 1–9. <https://doi.org/10.1016/j.jretconser.2016.09.004>
- Li, B., Wang, Y., & Wang, Z. (2021). Managing a closed-loop supply chain with take-back legislation and consumer preference for green design. *Journal of Cleaner Production*, 282. <https://doi.org/10.1016/j.jclepro.2020.124481>
- Lin, J., Lobo, A., & Leckie, C. (2017). Green brand benefits and their influence on brand loyalty. *Marketing Intelligence and Planning*, 35(3), 425–440. <https://doi.org/10.1108/MIP-09-2016-0174>
- Majeed, S., Kim, W. G., & Kim, T. (2023). Perceived green psychological benefits and customer pro-environment behavior in the value-belief-norm theory: The moderating role of perceived green CSR. *International Journal of Hospitality Management*, 113. <https://doi.org/10.1016/j.ijhm.2023.103502>
- Martínez, M. P., Cremasco, C. P., Gabriel Filho, L. R. A., Braga Junior, S. S., Bednaski, A. V., Quevedo-Silva, F., Correa, C. M., da Silva, D., & Moura-Leite Padgett, R. C. (2020). Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing. In *Journal of*

- Cleaner Production* (Vol. 242). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2019.03.060>
- Martínez, P. (2015). Customer loyalty: Exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
- Moustafa, H., Youssef, A. M., Darwish, N. A., & Abou-Kandil, A. I. (2019). Eco-friendly polymer composites for green packaging: Future vision and challenges. In *Composites Part B: Engineering* (Vol. 172, pp. 16–25). Elsevier Ltd. <https://doi.org/10.1016/j.compositesb.2019.05.048>
- Munshi, J. (n.d.). A METHOD FOR CONSTRUCTING LIKERT SCALES. <http://ssrn.com/abstract=2419366>
- Naalchi Kashi, A. (2020). Green purchase intention: A conceptual model of factors influencing green purchase of Iranian consumers. *Journal of Islamic Marketing*, 11(6), 1389–1403. <https://doi.org/10.1108/JIMA-06-2019-0120>
- Narsico, L. O., & Narsico, P. G. (2023). Customer Preference Shift: A Laundry Shop Experience. *International Journal of Multidisciplinary: Applied Business and Education Research*, 4(12), 4160–4167. <https://doi.org/10.11594/ijmaber.04.12.01>
- Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail and Distribution Management*, 48(8), 825–843. <https://doi.org/10.1108/IJRDM-05-2019-0153>
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197880>
- O'Brien, I. M., Jarvis, W., & Soutar, G. N. (2015). Integrating social issues and customer engagement to drive loyalty in a service organisation. *Journal of Services Marketing*, 29(6–7), 547–559. <https://doi.org/10.1108/JSM-02-2015-0085>
- Pan, C., Lei, Y., Wu, J., & Wang, Y. (2021). The influence of green packaging on consumers' green purchase intention in the context of online-to-offline commerce. *Journal of Systems and Information Technology*, 23(2), 133–153. <https://doi.org/10.1108/JSIT-11-2019-0242>
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243. <https://doi.org/10.1016/j.jclepro.2019.118575>
- Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019a). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104, 632–643. <https://doi.org/10.1016/j.jbusres.2018.07.009>
- Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019b). The interplay of strategic and internal green marketing orientation on competitive

- advantage. *Journal of Business Research*, 104, 632–643. <https://doi.org/10.1016/j.jbusres.2018.07.009>
- Patel, J. D., Trivedi, R. H., & Yagnik, A. (2020). Self-identity and internal environmental locus of control: Comparing their influences on green purchase intentions in high-context versus low-context cultures. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.102003>
- Qi, J., Hu, J., & Peng, Y. H. (2020). New design concept evaluation method involving customer preferences based on rough distance to redefined ideal solution. *Computers and Industrial Engineering*, 147. <https://doi.org/10.1016/j.cie.2020.106677>
- Rajeev, K. (2016). Green Marketing: The Next Big Thing. In *Advances In Management* (Vol. 9, Issue 2).
- Rustam, A., Wang, Y., & Zameer, H. (2020). Environmental awareness, firm sustainability exposure and green consumption behaviors. *Journal of Cleaner Production*, 268. <https://doi.org/10.1016/j.jclepro.2020.122016>
- Skackauskiene, I., & Vilkaite-Vaitone, N. (2023). Green Marketing and Customers' Purchasing Behavior: A Systematic Literature Review for Future Research Agenda. In *Energies* (Vol. 16, Issue 1). MDPI. <https://doi.org/10.3390/en16010456>
- Sugiyono.S ; Lestari.P. (2021). *Buku Metode Penelitian Komunikasi*.
- Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84. <https://doi.org/10.1016/j.ijhm.2019.102331>
- Susanto, S. (2017). *Sistem Informasi Akuntansi (Pemahaman Konsep Secara Terpadu) Edisi Kesatu*. Lingga Jaya.
- Susanty, A., Akshinta, P. Y., Ulkhaq, M. M., & Puspitasari, N. B. (2022). Analysis of the tendency of transition between segments of green consumer behavior with a Markov chain approach. *Journal of Modelling in Management*, 17(4), 1177–1212. <https://doi.org/10.1108/JM2-09-2020-0252>
- Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, 171(4), 719–739. <https://doi.org/10.1007/s10551-020-04461-0>
- Ting, C. Te, Hsieh, C. M., Chang, H. P., & Chen, H. S. (2019). Environmental consciousness and green customer behavior: The moderating roles of incentive mechanisms. *Sustainability (Switzerland)*, 11(3). <https://doi.org/10.3390/su11030819>
- Valderrama, D. X., & Cameron, B. G. (2023). Customer loyalty in two sided markets: Rider multihoming in the United States rideshare market. *Research in Transportation Business and Management*, 47. <https://doi.org/10.1016/j.rtbm.2023.100950>
- Vivek, S. ; M. K. M. (2020). A Theoretical SEM Model of the Cultural Impact on Brand Preference and Brand Loyalty. *Journal of Marketing Vistas*.

- Wong, C. B., Law, M., & Wu, W. C. B. (2023). *Determinants of Customer Loyalty: A Green Marketing Perspective* (pp. 447–462). [https://doi.org/10.2991/978-2-494069-99-2\\_33](https://doi.org/10.2991/978-2-494069-99-2_33)
- Wu, H. C., Cheng, C. C., & Ai, C. H. (2021). What drives green experiential loyalty towards green restaurants? *Tourism Review*, 76(5), 1084–1103. <https://doi.org/10.1108/TR-02-2019-0079>
- Yang, H. jeong, Fang, M., Yao, J., & Su, M. (2023). Green cooperation in last-mile logistics and consumer loyalty: An empirical analysis of a theoretical framework. *Journal of Retailing and Consumer Services*, 73. <https://doi.org/10.1016/j.jretconser.2023.103308>
- Yang, Y., Chu, W. L., & Wu, C. H. (2022). Learning customer preferences and dynamic pricing for perishable products. *Computers and Industrial Engineering*, 171. <https://doi.org/10.1016/j.cie.2022.108440>
- Yi, Y., Wang, Y., Fu, C., & Li, Y. (2022). Taxes or subsidies to promote investment in green technologies for a supply chain considering consumer preferences for green products. *Computers and Industrial Engineering*, 171. <https://doi.org/10.1016/j.cie.2022.108371>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021a). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021b). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zhang, C., Liu, Y., & Han, G. (2021). Two-stage pricing strategies of a dual-channel supply chain considering public green preference. *Computers and Industrial Engineering*, 151. <https://doi.org/10.1016/j.cie.2020.106988>
- Zheng, G. W., Siddik, A. B., Masukujjaman, M., Alam, S. S., & Akter, A. (2021). Perceived environmental responsibilities and green buying behavior: The mediating effect of attitude. *Sustainability (Switzerland)*, 13(1), 1–27. <https://doi.org/10.3390/su13010035>
- Zubair, A.; P. E. (2022). euromed2022-book-of-proceedings-2022-09-16. *Sustainable Business Concepts and Practices*.