

DAFTAR PUSTAKA

- Abdillah, W. dan J. Hartono. 2015. *Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Andi. Yogyakarta.
- Abdullah karimudin *et al* (2023) Metodologi penelitian kuantitaitaif
- Abdullah, A. (2024, May 2). *Jurnal Science Advance: Danone, Produser Makanan Minuman Nasional Masuk Daftar Pencemar Global*. KAPOL.ID. <https://kapol.id/jurnal-science-advance-danone-produser-makanan-minuman-nasional-masuk-daftar-pencemar-global/>
- Ajzen, I. (1991), “*The theory of planned behavior*”, *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. and Fishbein, M. (2005), “*The influence of attitudes on behavior*”, *The Handbook of Attitudes*, pp. 173-222
- Amin, S., & Tarun, M. T. (2020). *Effect of consumption values on customers' Green Purchase Intention: a mediating role of Green Trust*. *Social Responsibility Journal*, 17(8), 1320–1336. <https://doi.org/10.1108/srj-05-2020-0191>
- Anuraga, G., Sulistiya, E., & Munadhiroh, S. (2017) *Structural Equation Modeling-Partial Least Square Untuk Pemodelan Kesehatan Masyarakat (Ipkm) Di Jawa Timur*.
- Avcilar, M. Y., & Demirgünes, B. K. (2017). *Developing perceived Greenwashing index and its effect on green brand equity: A research on gas station companies in Turkey*. *International Business Research*, 10(1), 222. <https://doi.org/10.5539/ibr.v10n1p222>.
- Chang, C. H., & Chen, Y. S. (2014). *Managing Green Brand Equity: The Perspective of Perceived Risk Theory*. *Quality & Quantity*, 48, 1753-1768. <https://doi.org/10.1007/s11135-013-9872-y>
- Chang, H.H. and Chen, S.W. (2008), “*The impact of online store environment cues on purchase intention: trust and perceived risk as a mediator*”, *Online Information Review*, Vol. 32 No. 6, pp. 818-41.
- Chen, Y. S. 2010. “*The Driver of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust*”. *Journal of Business Ethics*. 9 (3), pp. 307-319.
- Chen, Y., & Chang, C. (2012b). *Enhance Green Purchase Intentions*. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Chen, Y.-S., & Chang, C.-H. (2013b). *Greenwashing and Green Trust: The mediation effects of Green Consumer Confusion and Green Perceived Risk*. *Journal of Business Ethics*, 114(3), 489–500.
- Chen, Y.-S., & Chang, K.-C. (2013c). *The nonlinear effect of green innovation on the corporate competitive advantage*. *Quality & Quantity*, 47(1), 271–286.
- Cohen, M.A. (2001), “*Does does the market value environmental performance?*”, *The Review of Economics and Statistics*, Vol. 83 No. 2, pp. 281-289.
- Dagher, G.K. and Itani, O. (2014), “*Factors influencing green purchasing behaviour: empiricalevidence from the Lebanese consumers*”,

- Journal of Consumer Behaviour*, Vol.13No. 3,pp.188-195, doi: 10.1002/cb.1482.
- Du, X. (2015). *How the market values Greenwashing? Evidence from China*. *Journal of Business Ethics*, 128(3), 547–574.
- Fishbein, Martin & Cappella, Joseph N. (2006). *The Role of Theory in Developing Effective Health Communications*. *Journal of Communication*. Doi: 10.1111/j.1460 2466.2006.00280.x.
- Ghozali, I. (2016). *Konsep, Teknik Dan Aplikasi Menggunakan Program SMARTPLS3.0.PDF*. universitas dipenogoro.
- Gomes, S., Lopes, J. M., & Nogueira, S. (2023). *Willingness to pay more for green products: A critical challenge for Gen Z*. *Journal of Cleaner Production*, 390, 136092. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Grant, J. (2007), *The Green marketing Manifesto*, John Wiley & Sons Ltd
- Greenpeace USA. (2023, April 28). *Coca-Cola greenwashes sustainability claims - Greenpeace USA*. Greenpeace USA - *We Fight for a Greener, More Peaceful World*. <https://www.greenpeace.org/usa/news/Coca-Cola-greenwashes-sustainability-claims/>
- Guo, R., Tao, L., Bingxin, C., & Wang, T. (2015). *A Path Analysis of Greenwashing in a Trust Crisis among Chinese Energy Companies: The Role of Brand Legitimacy and Brand Loyalty*. *Journal of Business Ethics*, 1(May), 1-14. <https://doi.org/10.1007/s10551-015-2672-7>
- Hair, Joseph G., Black, William C., Babin, Barry J., & Anderson, Rolph E. (2019). *Multivariate Data Analysis 8 Ed*. Canada: Cengage Learning
- Horiuchi, R., Schuchard, R., Shea, L., & Townsend, S. (2009). *Understanding and preventing Greenwashing: A business guide*. London: Futerra Sustainability Communications. <https://jakarta.suamerdeka.com/nasional/13412585766/merek-merek-global-ini-masuk-daftar-hitam-pencemar-global>
- Hukum, R. L. (2024, February 13). *Fenomena Greenwashing, bagaimana kebijakan regulasinya di Indonesia? - Literasi Hukum Indonesia*. *Literasi Hukum Indonesia*. <https://literasihukum.com/Greenwashing-regulasi-di-indonesia>.
- Ichwanudin, W. (2018). *Modul Praktikum Alat Analisis Statistik Partial Least Square (PLS)*. Serang: Cv Rizmar Berkarya.
- Ichwanudin, Wawan. 2018. *Modul Praktikum Alat Analisis Statistik Partial Least Square (PLS)*. Serang: CV Rizmar Berkarya.
- Idowu, S. O., Capaldi, N., Zu, L., & Gupta, A. D. (2013). *Encyclopedia of Corporate Social Responsibility*. In Springer eBooks. <https://doi.org/10.1007/978-3-642-28036-8>
- Industry.Co.Id. (2024, May 4). *Riset Terbaru sebut Produsen Makanan-Minuman Nasional ini masuk daftar pencemar global - Industry.co.id*. Industry.co.id. <https://www.industry.co.id/read/132496/riset-terbaru-sebut-produsen-makanan-minuman-nasional-ini-masuk-daftar-pencemar-global>

- Kac, S. M., Gorenak, I., & Potocan, V. (2016). *The influence of trust on collaborative relationships in supply chains*. *E+ M Ekonomie a Management*, 19(2), 120–131.
- Kotler, P., & Keller, K.L. (2016). *Principles of Marketing New Jersey :Pearson Education*.
- Lee, K. (2008), “Why and how to adopt green management into business organizations? The case study of Korean SMEs in manufacturing industry”, *Management Decision*, Vol. 47 No. 7, pp. 1101-1121.
- Lee, Y. (2020). *The Relationship between Green Country Image, Green Trust, and Purchase Intention of Korean Products: Focusing on Vietnamese Gen Z Consumers*. *Sustainability*, 12(12), 5098. <https://doi.org/10.3390/su12125098>
- Lee, Y. (2020). *The Relationship between Green Country Image, Green Trust, and Purchase Intention of Korean Products: Focusing on Vietnamese Gen Z Consumers*. *Sustainability*, 12(12), 5098. <https://doi.org/10.3390/su12125098>
- Lu, X., Sheng, T., Zhou, X., Shen, C., & Fang, B. (2022). *How Does Young Consumers’ Greenwashing Perception Impact Their Green Purchase Intention in the Fast Fashion Industry? An Analysis from the Perspective of Perceived Risk Theory*. *Sustainability*, 14(20), 13473. <https://doi.org/10.3390/su142013473>
- Lu, X., Sheng, T., Zhou, X., Shen, C., & Fang, B. (2022). *How Does Young Consumers’ Greenwashing Perception Impact Their Green Purchase Intention in the Fast Fashion Industry? An Analysis from the Perspective of Perceived Risk Theory*. *Sustainability*, 14(20), 13473. <https://doi.org/10.3390/su142013473>
- Lyon, T. P., & Maxwell, J. W. (2011). *Greenwash: Corporate environmental disclosure under threat of audit*. *Journal of Economics & Management Strategy*, 20(1), 3–41
- Lyon, T. P., & Maxwell, J. W. (2011). *Greenwashing: Corporate environmental disclosure under threat of audit*. *Journal of Economics & Management Strategy*, 20(1), 3–41.
- Lyon, T. P., & Montgomery, A. W. (2015). *The Means and End of Greenwashing*. *Organization and Environment*, 28(2), 223–249. <https://doi.org/10.1177/1086026615575332>
- Martínez, M., Cremasco, C., Gabriel Filho, L., Braga Junior, S., Bednaski, A., Quevedo-Silva, F., Correa, C., da Silva, D. & Moura-Leite Padgett, R. (2019) ‘Fuzzy inference system to study the behavior of the green consumer facing the perception of Greenwashingg.’ *Journal of Cleaner Production* [Online]. 242: 1-23.
- Maulia, Y. (2021, February 17). Atasi Persoalan Sampah Plastik dengan Ekonomi Sirkular, Bagaimana Masyarakat Dapat Berkontribusi? - National Geographic. *National Geographic*. <https://nationalgeographic.grid.id/read/132562382/atasi-persoalan-sampah-plastik-dengan-ekonomi-sirkular-bagaimana-masyarakat-dapat-berkontribusi>

- Membercurtsultimate. (2024, March 18). Meningkatnya Kesadaran Lingkungan di Indonesia: Apa yang Mendorong Perubahan? *Curts Ultimate Fitness & Fighting Arts*. <https://curtsultimate.com/meningkatnya-kesadaran-lingkungan-di-indonesia-apa-yang-mendorong-perubahan/>
- Mishra, P. and Sharma, P. (2010), “*Green marketing in India: emerging opportunities and challenges*”, *Journal of Engineering, Science and Management Education*, Vol. 3, pp. 9-14
- Mitchell, V. (1999). *Consumer perceived risk: conceptualisations and models*. *European Journal of Marketing*, 33(1/2), 163–195. <https://doi.org/10.1108/03090569910249229>
- Morgan, R. M., & Hunt, S. D. (1994). *The Commitment-Trust theory of relationship Marketing*. *Journal of Marketing*, 58(3), 20. <https://doi.org/10.2307/1252308>
- Mulyadi Nitisusastro (2012), *Perilaku Konsumen dalam Perspektif Kewirausahaan*, Bandung : Alfabeta
- Nurchayadi, G. (2021, July 28). Kesadaran konsumen terhadap produk ramah lingkungan terus meningkat. *mediaindonesia.com*, All Rights Reserved. <https://mediaindonesia.com/ekonomi/421640/kesadaran-konsumen-terhadap-produk-ramah-lingkungan-terus-meningkat>
- Pahlevi, R. (2021b, December 1). Jumlah Sampah Plastik Coca-Cola Meningkat Drastis dalam 4 Tahun Terakhir. *Katadata*. <https://databoks.katadata.co.id/produk-konsumen/statistik/ae94744f3a101b4/jumlah-sampah-plastik-Coca-Cola-meningkat-drastis-dalam-4-tahun-terakhir>
- Parguel, B., Benoit-Moreau, F., & Larceneux, F. (2011). *How Sustainability Ratings Might Deter „Greenwashing“: A Closer Look at Ethical Corporate Communication*. *Journal of Business Ethics*, 102, 15-28. <https://doi.org/10.1007/s10551-011-0901-2>
- Parguel, B., Benoit-Moreau, F., & Larceneux, F. (2011). *How sustainability ratings might deter ‘Greenwashing’: A closer look at ethical corporate communication*. *Journal of Business Ethics*, 102(1), 15
- Phillip Kotler & Kevin Lane Keller, (2016) *Manajemen Pemasaran* (Jakarta: PT. Indeks)
- Planet Vending. (2016, September 12). *Brilliant! Coca-Cola unveils Re-Cyclable PlantBottle*. *Planet Vending*. <https://www.planet-vending.com/brilliant-Coca-Cola-unveils-re-cyclable-plantbottle/>
- Polonsky, M. J., Grau, S. L., & Garma, R. (2010). *The new Greenwashing? Potential marketing problems with carbon offsets*. *International Journal of Business Studies*, 18(1), 49–54.
- Puspitasari, N. T. (2024, August 2). Dampak Sampah terhadap Lingkungan dan Kesehatan Kita. *Good News From Indonesia*. <https://www.goodnewsfromindonesia>.
- Puspitasari, N. T. (2024, August 2). Dampak Sampah terhadap Lingkungan dan Kesehatan Kita. *Good News From Indonesia*. <https://www.goodnewsfromindonesia.id>

- Putri, N. a. E., & Hayu, R. S. (2024). *The influence of environmental knowledge, green product knowledge, green word of mouth, Greenwashing, and green confusion as mediator of Green Purchase Intention*. *EKOMBIS REVIEW Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1). <https://doi.org/10.37676/ekombis.v12i1.4970>
- Raveendran. (2022, September 28). List of Top 10 *Biggest beverage companies* - *FirmsWorld*. *FirmsWorld*. <https://firmsworld.com/list-of-top-10-biggest-beverage-companies/>
- Redaksi. (2022, August 3). Coca-Cola diduga lakukan Greenwashing melalui kemasannya. *Barisan.co*. <https://barisan.co/Coca-Cola-diduga-lakukan-Greenwashing-melalui-kemasannya/>
- Rizwan, M., Aslam, A., Rahman, M., Ahmad, N., Sarwar, U., & Asghar, T. (2014). *Impact of green marketing on purchase intention: An empirical study from Pakistan*. *Asian Journal of Empirical Research*, 3(2), 87–100
- Santos, C., Coelho, A., & Marques, A. (2023). *The Greenwashing effects on corporate reputation and brand hate, through environmental performance and Green Perceived Risk*. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/apjba-05-2022-0216>
- Sijabat, Y. D. (2023, October 16). Pembangunan Ekonomi Berkelanjutan di Indonesia: Tantangan dan Solusi - Kompasiana.com. *KOMPASIANA*. <https://www.kompasiana.com/yeshadewantii/652d072eedff76412e01f322/pe-mbangunan-ekonomi-berkelanjutan-di-indonesia-tantangan-dan-solusi>
- Singh, S., Vrontis, D., & Thrassou, A. (2011). *Green marketing and Consumer Behavior: The Case of Gasoline Products*. *Journal of Transnational Management*, 16(2), 84-106. <https://doi.org/10.1080/15475778.2011.571635>
- Suara Merdeka Jakarta(2024). Merek-merek Global Ini Masuk Daftar Hitam Pencemar Global.
- Sukmana, Y. (2023, June 16). Coca-Cola Indonesia luncurkan kemasan botol plastik daur ulang. *KOMPAS.com*. <https://money.kompas.com/read/2023/06/16/200000726/Coca-Cola-indonesia-luncurkan-kemasan-botol-plastik-daur-ulang>
- Susminingsih, S., Mujib, A., Wahdati, A., Baharuddin, M. A., & Maylawati, D. S. (2024). *Religiosity as an intervening variable in consumers' increased Green Purchase Intention (GPI) toward natural dye batik in Indonesia*. *Journal of Islamic Marketing*, 15(12), 3357–3381. <https://doi.org/10.1108/jima-06-2023-0184>
- Tasim, C. (2024, March 4). *Green marketing Strategy: Strategi yang Berdampak Positif pada Lingkungan*. *ToffeeDev | Amplify Your Online Impact*. <https://toffeedev.com/blog/digital-marketing/green-marketing-strategy/>
- Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021b). *Impact of Green Trust and green perceived quality on Green Purchase Intentions: a moderation study*. *Environment Development and Sustainability*, 23(9), 13418–13435. <https://doi.org/10.1007/s10668-020-01219-6>

- Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021). *Impact of Green Trust and green perceived quality on Green Purchase Intentions: a moderation study. Environment Development and Sustainability*, 23(9), 13418–13435. <https://doi.org/10.1007/s10668-020-01219-6>
- Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021). *Impact of Green Trust and green perceived quality on Green Purchase Intentions: a moderation study. Environment Development and Sustainability*, 23(9), 13418–13435. <https://doi.org/10.1007/s10668-020-01219-6>
- Wheaton, K. (2008). Self-regulation part of green mix. *Advertising Age*, 79(25), 20.
- Yadav, R. and Pathak, G.S. (2016), “*Young consumers’ intention towards buying green products in a developing nation: extending the theory of planned behavior*”, *Journal of Cleaner Production*, Vol. 135, pp.732-739, doi: 10.1016/j.jclepro.2016.06.120.
- Zaidi, S. M. M. R., Yifei, L., Bhutto, M. Y., Ali, R., & Alam, F. (2019). *The influence of consumption values on Green Purchase Intention: a moderated mediation of greenwash perceptions and Green Trust. DOAJ (DOAJ: Directory of Open Access Journals)*.
<https://doaj.org/article/dd480cc64c084d93afa16937f280133b>.

