

DAFTAR PUSTAKA

- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Astuti, M. D., Astuti, M., & Sholihah, D. R. (2021). *Seminar Nasional Hasil Penelitian dan Pengabdian Kepada Masyarakat 2021 Pengembangan Ekonomi Bangsa Melalui Inovasi Digital Hasil Penelitian dan Pengabdian Kepada Masyarakat Jakarta*.
- Chryсна, V. Y., Sumarsono, H., & Widyaningrum, P. W. (2022). Pengaruh Green Trust, Green Price, dan Eco Brand Terhadap Keputusan Pembelian. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 9(2), 65. <https://doi.org/10.19184/ejeba.v9i2.32466>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program LBM SPSS 26*. Badan Penerbit - Undip.
- GoodStats. (2023). *Sensus BPS: Saat Ini Indonesia Didominasi Oleh Gen Z*. <https://Data.Goodstats.Id/Statistic/Pierrerainer/Sensus-Bps-Saat-Ini-Indonesia-Didominasi-Oleh-Gen-z-N9kqv>.
- Hamood Alhattali, N., Ries Ahmed Karabük Üniversitesi, E., Mahfoodh Alshali, N., & Ries Ahmed, E. (2021). Behavior of Consumers and Green Product: A Study in Oman. *International Journal of Business and Management Invention (IJBMI) ISSN, 10*, 40–51. <https://doi.org/10.35629/8028-1009014051>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjime.2022.100102>
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Marketing For Business*. Sonpedia Publishing Indonesia.
- Hernizar, A. T., Ramdan, A. M., & Mulia, F. (2020). Pengaruh Green Product Dan Green Brand Awareness Terhadap Green Purchase Intention. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 263. <https://doi.org/10.24843/EEB.2020.v09.i03.p03>

- Herworld. (2017). Merayakan 25 Tahun The Body Shop Indonesia. <https://www.herworld.co.id/article/2017/7/7840-merayakan-25-tahun-the-body-shop-indonesia>.
- Hidayah, M. R., Sugandini, D., & Wisnalmawati. (2022). Mediasi Sikap Konsumen pada Pengaruh Green Product, Green Advertising, Green Brand Trust terhadap Keputusan Pembelian Produk Makanan Organik. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 5(2), 46–62. <https://doi.org/10.15642/manova.v5i2.841>
- ICSC. (2023). *The Rise of the Gen Z Consumer*. <https://www.icsc.com/news-and-views/icsc-exchange/the-rise-of-the-gen-z-consumer>.
- Islam, D., Ekonomi, F., & Bisnis, D. (2018). *Tinjauan Penerapan Konsep Green Marketing Dalam Pelestarian Lingkungan*. 11(1), 10–18.
- Ismail, M., Sahabuddin *, R., Idrus, M. I., & Karim, A. (2022). Faktor Mempengaruhi Keputusan Pembelian pada Online Marketplace pada Mahasiswa Universitas Hasanuddin. *SEIKO: Journal of Management & Business*, 5(1), 2022–2071. <https://doi.org/10.37531/sejaman.v5i1.1831>
- Karim, S. Abd. (2019). The Effect of Axis Hits Bonus Version Tagline Advertising and Ambassador Brand Against Axis Cards Awareness. *Proceedings of the First International Conference on Materials Engineering and Management - Management Section (ICMEMM 2018)*, 75, 63–66.
- Khayru, R. K., Amri, M. W., & Gani, & M. A. (2021). Green Purchase Behavior Review of The Role of Price, Green Product, and Lifestyle. *Journal of Marketing and Business Research*, 1(2), 71–82. <https://doi.org/10.56348/mark.v1i2.35>
- Khoiruman, M., Dejan, S., & Purba, A. (n.d.). *Kelola: Journal of Business And Management Essential Oil Di Rumah Atsiri Indonesia*.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th edition). Pearson Education.
- Kusumah, F. M., & Permana, D. (2023). Analysis of Green Product and Green Advertising on Purchase Decision of Aqua Products Mediated by Green Trust. In *International Journal of Innovative Science and Research Technology* (Vol. 8, Issue 2).
- Made, L., Rahayu, P., Abdillah, Y., & Kholid Mawardi, M. (2017). Pengaruh Green Marketing Terhadap Keputusan Pembelian Konsumen (Survei Pada Konsumen The Body Shop di Indonesia dan di Malaysia). In *Jurnal Administrasi Bisnis (JAB)/Vol* (Vol. 43, Issue 1).
- Mardius, P. R., Sulastri, S., Shihab, M. S., & Yuliani, Y. (2023). Eco-label, kepedulian lingkungan, dan perilaku pembelian hijau: Sebuah sudut pandang Generasi Z tentang semen ramah lingkungan. *Jurnal Manajemen Maranatha*, 22(2), 193–202. <https://doi.org/10.28932/jmm.v22i2.6363>

- Martianti, C., Astuti, Y., & Millanyani, H. (2023). Pengaruh Green Marketing Terhadap Keputusan Pembelian Pada Produk The Body Shop Indonesia (Studi Kasus Pada The Body Shop Paris Van Java Bandung). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 6(1).
- Mehmood, A., & Bhaumik, A. (2023). Environmental Knowledge as a Mediator between Green Price, Green Promotion and Consumer Buying Behavior in Hypermarkets of UAE. *SAR Journal - Science and Research*, 101–109. <https://doi.org/10.18421/sar62-07>
- Moslehpour, M., Chau, K. Y., Du, L., Qiu, R., Lin, C. Y., & Batbayar, B. (2023). Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan. *Economic Research-Ekonomiska Istrazivanja*, 36(2). <https://doi.org/10.1080/1331677X.2022.2121934>
- Natura & Co. (2023). *Our Brand The Body Shop*. <https://www.naturaeco.com/brands/the-body-shop-2/>.
- Ogiemwonyi, O. (2022). Factors influencing generation Y green behaviour on green products in Nigeria: An application of theory of planned behaviour. *Environmental and Sustainability Indicators*, 13. <https://doi.org/10.1016/j.indic.2021.100164>
- Putra, D. R., & Prasetyawati, Y. R. (2021). Pengaruh Green Product Terhadap Minat Beli Ulang Konsumen Melalui Green Advertising (Studi Terhadap Konsumen Starbucks). *Jurnal Manajemen Pemasaran*, 15(2), 69–74. <https://doi.org/10.9744/pemasaran.15.2.69-74>
- Ridho Elvierayani, R., & Choirah, F. (2020). Pengaruh Green Product dan Green Price Terhadap Minat Beli Konsumen Pada Produk Tupperware (Studi Kasus Pada Mahasiswa Manajemen FE UNISLA). *Mandalika Mathematics and Education Journal*, 2(1). <https://doi.org/10.29303/mandalika.v2i1.1751>
- Rizki, A., Lathifah, A., & Widyastuti, D. A. (2018). Pengaruh Green Product Terhadap Minat Pembelian Ulang (Studi pada Produk Lampu LED Merek PHILIPS). In *Management, and Industry (JEMI)* (Vol. 1, Issue 01).
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/MD-10-2018-1092>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabet.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Syafrina, I. (2016). Pengaruh Green Product (Tissue Tessa) Terhadap Keputusan Pembelian (Studi Kasus Wilayah Kabupaten Bandung dan Kota Bandung Tahun 2016). *Jurnal Manajemen Pemasaran*, 2(2).

- The Body Shop. (2023). *About Us*. <https://www.thebodyshop.co.id/our-story>.
- VOA Indonesia. (2023). *Perilaku Belanja Gen Z: Hidupkan Bisnis Lokal, Minus Loyalitas Pada Merek*. <https://www.voaindonesia.com/a/perilaku-belanja-gen-z-hidupkan-bisnis-lokal-minus-loyalitas-pada-merek-/7176433.html>.
- Wahyuningtiyas, N., & Novianto, A. S. (2023). The The Impact of Green Price, Green Promotion, and Green Place on the Economy of Communities in Tourism Areas through Environmental Sustainability Entering the New Normal. *Quantitative Economics and Management Studies*, 4(1), 128–138. <https://doi.org/10.35877/454ri.qems1300>
- Widayanto, M. T., Haris, A., & Syarifah, L. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian (Studi Pada PT Pos Indonesia Cabang Probolinggo). *Manajemen Dan Kewirausahaan*, 4(1).
- Wolok, T. (2019). Analysis of The Effect of Green Marketing on Consumer Purchasing Decisions on The Body Shop Gorontalo Product. *International Journal of Applied Business and International Management*, 4(2), 75–86. <https://doi.org/10.32535/ijabim.v4i2.569>
- Yuliana, R., & Pantawis, S. (2022). Analisis Green Produk, Green Marketing Dan Green Knowledge Di Kota Semarang. *Edunomika*, 06.
- ZAP Clinic. (2023). *ZAP Beauty Index 2023*. <https://zapclinic.com/zapbeautyindex/2023>.