

DAFTAR PUSTAKA

- 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>
- Ainurrofiqin, M. (2023). *Sukses Berbisnis dengan Marketing Plan*.
- Alrizki, G., & Dewi, C. K. (2024). Pengaruh Green Marketing terhadap Green Buying Behavior Melalui Environmental Knowledge: Studi pada Unilever Indonesia. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3), 4047–4061. <https://doi.org/10.47467/alkharaj.v6i3.6208>
- Aryanti, R. D., Soleman, R., & Lestari, A. (2024). *Metodologi Penelitian Bisnis Mulai Dari Apa Itu Penelitian Sampai pada Menulis Laporan Penelitian*. Penerbit Adab.
- avoskinbeauty.com. (n.d.). *Avoskin Official Website*. <https://www.avoskinbeauty.com/>.
- Badan Pengawas Obat dan Makanan Republik Indonesia. (n.d.). bbpom-yogya.pom.go.id. (2025, February 27). *Mengenal Kosmetik dan Penggunaannya*. BPOM Yogyakarta.
- Bella, M. C., & Artanti, Y. (2021). Sebuah Studi pada Wanita Bekerja: Pengaruh Motivational Factors, Purchase Preferences, dan Tendency Toward Health Consciousness terhadap Purchase Intention. In *Jurnal Ilmu Manajemen* (Vol. 9). bhumi.co.id. (n.d.). *Bhumi Official Website*. <https://www.bhumi.co.id/>.
- Echchad, M., & Ghaith, A. (2022a). Purchasing Intention of Green Cosmetics Using the Theory of Planned Behavior: The Role of Perceived Quality and Environmental Consciousness. *Expert Journal of Marketing*, 10(1), 62–71. <https://orcid.org/0000-0002-8792-9271>
- Echchad, M., & Ghaith, A. (2022b). Purchasing Intention of Green Cosmetics Using the Theory of Planned Behavior: The Role of Perceived Quality and Environmental Consciousness. *Expert Journal of Marketing*, 10(1), 62–71. <https://orcid.org/0000-0002-8792-9271>
- ecocert.com. (n.d.). *Organic and natural cosmetics*. ECOCERT. Retrieved May 16, 2025, from <https://www.ecocert.com/en/certification-detail/natural-and-organic-cosmetics-cosmos>
- Filieri, R., Acikgoz, F., Li, C., & Alguezaui, S. (2023). Influencers' "organic" persuasion through electronic word of mouth: A case of sincerity over brains and beauty. *Psychology & Marketing*, 40(2), 347–364. <https://doi.org/10.1002/mar.21760>

- Filieri, R., Javornik, A., Hang, H., & Niceta, A. (2021). Environmentally framed eWOM messages of different valence: The role of environmental concerns, moral norms, and product environmental impact. *Psychology & Marketing*, 38(3), 431–454. <https://doi.org/10.1002/mar.21440>
- fromthisisland.com. (n.d.). *From This Island Official Website*. <https://Fromthisisland.Com/>.
- Future Market Insights. (2025, February 27). *ASEAN Organic Cosmetics Market Analysis - Trends, Growth & Forecast 2025 to 2035*. Future Market Insights. <https://www.futuremarketinsights.com/reports/asean-organic-cosmetics-market>
- Gani, M. O., Roy, H., Rahman, M. S., Faroque, A. R., Gupta, V., & Prova, H. T. (2023). Effect of social media influence on consumer's purchase intention of organic beauty products: the role of customer's engagement and generativity. *International Journal of Spa and Wellness*, 6(1), 54–77. <https://doi.org/10.1080/24721735.2022.2096292>
- Ghozali, I., & Latan, H. (2021). *Partial Least Square : Konsep, Teknik, dan Aplikasi Menggunakan Progam SmartPLS 3.0 untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Halim, H., Garlinia Yudawisastra, H., Sudirman, A., Hidayatul Ummah, A., Ardiansyah, T., Teruna Awaludin, D., Puspitaningrum Mamengko, R., Damaianti, I., Ridha Siregar, M., Masripah, I., Ghozali, Z., & Meldi Kesuma, T. (2024). *Green Marketing*. www.freepik.com
- Hayat, R., & Ahmed, A. (2017). *Impact of Environmental Concern, Advertisement and Word Of Mouth on Green Purchase Behavior: An Analysis from Pakistan* (Vol. 6, Issue 1). <http://www.casestudiesjournal.com>
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *Green Msrketing for Business*. <https://www.researchgate.net/publication/371724229>
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*. <https://www.researchgate.net/publication/376687580>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>

- Jaini, A., Quoquab, F., Mohammad, J., & Hussin, N. (2020). "I buy green products, do you...?": The moderating effect of eWOM on green purchase behavior in Malaysian cosmetics industry. *International Journal of Pharmaceutical and Healthcare Marketing*, 14(1), 89–112. <https://doi.org/10.1108/IJPHM-02-2019-0017>
- Luthra, C., Deshwal, P., Kushwah, S., & Gokarn, S. (2025). "Exploring barriers towards green personal care products purchase: an integrated ISM-MICMAC approach." *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-05-2024-0045>
- Martin, S., & Grüb, B. (2020). Intensive WOM-behavior in the healthcare sector – the case of an Austrian hospital's Facebook site. *International Review on Public and Nonprofit Marketing*, 17(3), 331–352. <https://doi.org/10.1007/s12208-020-00250-7>
- Mumpuni, W. P., Ngatno, & Widiartanto. (2023). *Pengaruh Green Product dan Electronic Word of Mouth terhadap Keputusan Pembelian Melalui Brand Image sebagai Variabel Intervening (Studi Pada Generasi Z Konsumen Skincare Garnier di Kota Semarang)*.
- Murwaningtyas, F., Harisudin, M., & Irianto, H. (2020). Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing Intention Mediated with Attitude. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i3.6393>
- Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024). The influence of electronic word of mouth on green cosmetics purchase intention: evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, 41(4), 406–423. <https://doi.org/10.1108/JCM-11-2022-5709>
- Ogiemwonyi, O., & Harun, A. Bin. (2020). Consumption of Green Product as a Means of Expressing Green Behaviour in an Emerging Economy: With the Case Study of Malaysia. *Environment and Urbanization ASIA*, 11(2), 297–312. <https://doi.org/10.1177/0975425320938538>
- Prasetio, A., Hurriyati, R., & Gaffar, V. (2024). *Perilaku Pembelian Online Konsumen (Analisis Deskriptif dan Verifikatif)*.
- Rahadi, D. R. (2023). *PengantarPartialLeastSquareStrcturalEquationModelPLS-SEM*.
- Rahayu, N. M. P., & K Widagda, I. G. N. J. A. (2025). *Peran Green trust Memediasi Pengaruh Green E-WOM terhadap Green purchase intention (Studi pada Konsumen Serum Avoskin di Kota Denpasar)*. <https://journal.ikopin.ac.id>
- Ridwan, P. P. (2023, March 7). *Nasional Seberapa Pentingkah Produk Ramah Lingkungan Untuk Orang Indonesia?* <https://Goodstats.Id/Article/Seberapa-Pentingkah-Produk-Ramah-Lingkungan-Untuk-Orang-Indonesia->

- SeN7F#google_vignette. https://goodstats.id/article/seberapa-pentingkah-produk-ramah-lingkungan-untuk-orang-indonesia-seN7F#google_vignette
- Ritonga, W. (2022). *Pemasaran*.
- Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2023a). How to Reach Green Word of Mouth through Green Trust, Green Perceived Value and Green Satisfaction. *Data*, 8(2). <https://doi.org/10.3390/data8020025>
- Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2023b). How to Reach Green Word of Mouth through Green Trust, Green Perceived Value and Green Satisfaction. *Data*, 8(2), 25. <https://doi.org/10.3390/data8020025>
- Saputro, E. P., Setyaningrum, D. P., & Febriyanto, A. (2025). Understanding Generation Z Muslims in Indonesia to switching intention to buy green products: a stimulus-organism-response approach. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2024-0083>
- sensatia.com. (n.d.). *Sensatia Botanicals Official Website*. <https://www.sensatia.com/id/>.
- Setiabudhi, H., Suwono, M. A., Yudi, M. S., Setiawan, A., Karim, S., Hardani, P., & Duari, H. (2025). *Analisis Data*.
- Siregar, Z. M. Efendi., Parluangan, Ade., Supriadi, Y. Nur., Ende., & Pristiyono. (2021). *Structural Equation Modeling*. <https://www.researchgate.net/publication/366823037>
- SKKNI 2018-261.pdf. (n.d.).
- Sugiyono. (2022). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. *Alfabeta*.
- Tim Humas. (2025, March 25). *BPOM Libatkan Influencer dan Pelaku Usaha Kosmetik dalam Penyusunan Regulasi Baru*. Badan POM. <https://www.pom.go.id/berita/bpom-libatkan-influencer-dan-pelaku-usaha-kosmetik-dalam-penyusunan-regulasi-baru>
- Utami, K. S. (2020). Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 209. <https://doi.org/10.30588/jmp.v9i2.499>
- Wardhana, A. (2024a). *Pengantar Perilaku Konsumen*. <https://www.researchgate.net/publication/383464524>
- Wardhana, A. (2024b). *Perilaku Konsumen di Era Digital*. <https://www.researchgate.net/publication/377159817>

- Widiantari, N. K. (2024). *Analisis Pengaruh Theory of Planned Behavior, Theory of Consumption Value, Environmental Knowledge, dan Health Consciousness terhadap Minat Beli Hijau di Indonesia*. Telkom University.
- Widiantari, N., & Rachmawati, I. (2023). Investigating the Factors of Green Purchase Intention on Green Cosmetics in Indonesia. *Journal of World Science*, 2(12), 2082–2098. <https://doi.org/10.58344/jws.v2i12.510>
- Widodo, A., & Yusiana, R. (2022). *Green Marketing dalam Persepsi Bisnis*.
- Winarno, K. O., & Indrawati, I. (2022). Impact Of Social Media Marketing and Electronic Word Of Mouth (E-WOM) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- Yonata Agnes Z. (2024, November 14). *Kesadaran Meningkat, 84% Warga Indonesia Sudah Gunakan Produk Eco-Friendly*. GoodStarts.Id. <https://goodstats.id/article/kesadaran-meningkat-84-warga-indonesia-sudah-gunakan-produk-eco-friendly-ep3bN>
- Zhao, Y., & Zhang, J. (2017). Consumer health information seeking in social media: a literature review. *Health Information & Libraries Journal*, 34(4), 268–283. <https://doi.org/10.1111/hir.12192>