

DAFTAR PUSTAKA

- Adhimusandi, d. (2020). The Impact Of Green Marketing And Corporate Social Responsibility On Brand Image, Purchase Intention, And Purchase Decision (Study On The Body Shop In Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 990. Retrieved from www.repository.unmul.ac.id
- Adialita, S. d. (2020). Pengaruh Green Product Knowledge, Green Trust dan Perceived Price Terhadap Green Purchase Intention Konsumen AMDK Merek AQUA Dengan Botol 100% Recycled. *Jurnal Administrasi Bisnis*, 16(2), 175. doi:<https://doi.org/10.26593/jab.v16i2.4261.174-184>
- Agustini, M. Y. (2019). *Green Marketing : The Context of Indonesia and Philippines*. Mauritius: International Book Market Service Ltd., member of OmniScriptum Publishing Group.
- Ahdiat, A. (2023, 10 11). *Pengunjung Shopee Makin Banyak, Bagaimana E-Commerce Lain?* Retrieved from <https://www.databooks.katadata.co.id>
- Andira, A. d. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *Jurnal Ilmiah Magister Manajemen*, 41.
- Augusto, d. (2022). Green Marketing: Drivers in The Process of Buying Green Products-The Role of Green Satisfaction, Green Trust, Green WOM and Green Perceived Value. *Sustainability*, 14, 1-17. doi:<https://doi.org/10.3390/su141710580>
- Auli, d. (2023). Pengaruh Green Product dan Green Advertising Terhadap Keputusan Pembelian Konsumen Sariayu Martha Tilaar Kota Semarang. *Jurnal Ilmu Administrasi Bisnis*, 12(2), 531-538. doi:<https://doi.org/10.14710/jiab.2023.37910>
- Avo, T. (2021). Retrieved from <https://www.avo.co.id/avo-team/>
- Avoskin. (2021, 9 3). Retrieved from <https://blog.avoskinbeauty.com>.
- Avoskin. (2021). Retrieved from <https://www.avo.co.id>.
- Avoskinbeauty.com. (2021, September 3). *Avoskin dan Waste4Change untuk Bumi yang Lebih Bersih dan Terawat*. Retrieved from <https://www.avoskinbeauty.com>
- Bhardwaj, d. (2020). Research Trends in Green Product for Environment: A Bibliometric Perspective. *International Journal of Environment Research and Public Health*, 17, 1-2. doi:10.3390/ijerph17228469
- Binsar, A. (2023, 9 25). *7 Daftar Negara Paling Bersih di Dunia*. Retrieved from Radio Republik Indonesia: <https://www.rri.co.id>

- Binus, U. (2021, 2 1). *Dampak Positif dan Negatif Skincare*. Retrieved from <https://www.communication.binus.ac.id>
- Chen, d. (2015). The Influence of Environmental Friendliness on Green Trust: The Mediation effects of Green Satisfaction and Green Perceived Quality. 10135-10152.
- Christianto, d. (2023). Analyzing The Impact of Green Packaging, Green Products, and Green Advertising on Brand Love: The Case Study of Aqua Life. *ULTIMA Management*, 5, 167-169. Retrieved from www.researchgate.net
- Chryсна, d. (2022). The Influence of Green Trust, Green Price, and Eco Brand on Purchase Decisions (Survey of Eiger Product Consumers in Ponorogo Regency). *e-Journal Ekonomi Bisnis dan Akuntansi*, 65-70.
- Damayanti, N. d. (2021). Pengaruh Green Packaging, Green Advertising, Green Perceived Value dan Brand Image Terhadap Keputusan Pembelian Konsumen The Body Shop. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6, 391-400. Retrieved from www.jim.usk.ac.id
- Dewanti, d. (2018). Pengaruh Green Brand Image Terhadap Green Trust Serta Implikasinya Terhadap Green Purchase Intention. *Jurnal Administrasi Bisnis*, 62(1), 99.
- Dianti, P. d. (2021). Green Product dan Keputusan pembelian Konsumen Muda. *Jurnal Samudra Ekonomi & Bisnis*, 12(1), 132-133. doi:<https://doi.org/10.33059/jseb.v12i1.2301>
- Duryadi. (2021). *Buku Ajar Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. Semarang: Yayasan Prima Agus Teknik Bekerja Sama dengan Universitas Sains & Teknologi Komputer (Universitas STEKOM) ISBN: 978-6236-141014.
- Elkington, d. (1993). *The Green Customer*. USA: Penguin Group. Retrieved from www.books.google.co.id
- Fernanda, d. (2023). Pengaruh Green Marketing, Green Trust dan Green Brand Image Terhadap Keputusan Pembelian Produk Tupperware di Kota Banyuwangi. *Journal of Economics, Business, Management, Accounting and Social Sciences (JEBMASS)*, 1(5), 167. Retrieved from www.ojs.putrajawa.co.id
- Fitriyani, S. d. (2016). Green Packaging, Green Product, Green Advertising, Persepsi, dan Minat Beli Konsumen. *Jur. Ilm. Kel. & Kons.*, 9(2), 151. doi:<https://doi.org/10.24156/jikk.2016.9.2.147>
- Fordian, R. d. (2020). Pengaruh Brand Orientation dan Co-Creation Value Terhadap Marketing Capability Studi Pada Make-Up Artist (MUA) di Kota Bandung. *Jurnal Riset Akuntansi dan Manajemen*, 7.

- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. USA: Statistical Publishing Associates.
- Ghozali, I. (2016). *Structural Equation Modelling: Metode Alternatif dengan Partial Least Square (PLS)*. Yogyakarta: Universitas Diponegoro.
- Gomes, d. (2023). Willingness to Pay More for Green Products: A Critical Challenge for Gen Z. *Journal of Cleaner Production*, 48(3), 414-432. doi:<https://doi.org/10.1017/age.2019.21>
- Google. (2022, 11 3). *Blog Resmi Google*. Retrieved from Indonesia Google Blog: <https://www.indonesia.googleblog.com>
- Hair. (2009). *Multivariate Data Analysis*. Alabama: CENGAGE ISBN: 978-1-4737-5654-0.
- Handayani, H. &. (2020). The Influence of Green Product, Green Advertising and Green Trust to The Purchase Decision of Skincare Himalaya Herbals in Palapa Department Store Surabaya. *Jurnal Studi Manajemen dan Bisnis*, 18-21. doi:<https://doi.org/10.21107/jsmb.v7i1.7459>
- Hardianti, d. (2023). Effectiveness of Green Brand, Green Advertising, and Green Products on Customer Purchase Decisions on AVOSKIN PHTE in Yogyakarta. *ejournal.ubharajaya.ac.id*, 415.
- Hezron, d. (2023). Pengaruh Green Product dan Green Advertising Terhadap Keputusan Pembelian Konsumen Teh Kotak di Kota Kupang. *Jurnal Ekonomi & Ilmu Sosial*, 4(2), 264. doi:<https://doi.org/10.35508/glory.v4i2.10391>
- Hidayah, d. (2022). Mediasi Sikap Konsumen Pada Pengaruh Green Product, Green Advertising, Green Brand Trust Terhadap Keputusan Pembelian Produk Makanan Organik. *Jurnal Manova*, 5(2), 46-62. doi:<https://doi.org/10.15642/manova.v5i2.841>
- Juniar, J. d. (2021). Belanja Online di Masa Pandemi Covid-19 Studi Kasus Ibu-ibu Rumah Tangga di Makassar. *Jurnal Emik*, 4, 38-40. doi:<https://doi.org/10.46918/emik.v4i1.850>
- Karna, J. (2003). Environmental Marketing Strategy and Its Implementation in Forest Industries. *Department of forest Economics*, 30.
- Kotler, K. d. (2009). *Marketing Management*. England: Pearson .
- Kusumawati, E. (2019). Minat Beli Produk Ramah Lingkungan Sebagai Dampak dari Implementasi Green Advertising. *Jurnal Ubharajaya*, 19(1), 57-64. doi:[10.31599/jki.v19i1.394](https://doi.org/10.31599/jki.v19i1.394)
- Lee, Y. (2020). The Relationship Between Green Country Image, Green Trust and Purchase Intention of Korean Products: Focusing on Vietnamese Gen Z Customers. *Multidisciplinary Digital Publishing Institute (MDPI)*, 12(12). doi:<https://doi.org/10.3390/su12125098>

- Maziriri, E. (2020). Green Packaging and Green Advertising as Precursors of Competitive Advantage and Business Performance Among Manufacturing Small and Medium Enterprises in South Africa. *Cogent Business & Management*, 7, 1-21. doi:<https://doi.org/10.1080/23311975.2020.1719586>
- Muhyi, d. (2018). *Metodologi Penelitian*. Surabaya: Adi Buana University Press Universitas PGRI Adi Buana Surabaya.
- Nurul, K. (2018). Pengaruh Religinitas, Kepercayaan, Citra Perusahaan dan Sistem Bagi Hasil Terhadap Minat Nasabah Menabung dan Loyalitas di Bank Syariah Mandiri (Studi Kasus Pada Nasabah Bank Syariah Mandiri Gresik). *Jurnal Ilmu Ekonomi & Manajemen*, 5(1), 42. doi:10.30996/jmm17.v5i01.1712
- Pamela, d. (2023). Pengaruh Daya Tarik Celebrity Endorses, Green trust dan Customer Knowledge Terhadap Keputusan Pembelian Produk Green The Body Shop di Sunrise Mall Mojokerto. *EMAS*, 24.
- Pasaribu, d. (2022). *Metodologi Penelitian Untuk Ekonomi dan Bisnis*. Banten: Media Edu Pustaka ISBN: 978-623-99748-2-4.
- Permana, K. d. (2023). Analysis of Green Product and Green Advertising on Purchase Decision of Aqua Products Mediated by Green Trust. *International Journal of Innovative Science and Research Technology*, 874-881.
- Pradnyadewi, W. d. (2019). Peran Green Trust Memediasi Pengaruh Green Perceived Value Terhadap Green Purchase Intention. *E-Jurnal Manajemen*, 8(5), 2756-2757. doi:10.24843/EJMUNUD.2019.v08.i05.p06
- Priadana, S. d. (2021). *Metode Penelitian Kuantitatif*. Tangerang Selatan: Pascal Books.
- Putri, d. (2023). Pengaruh Green Product Innovation dan Green Marketing Terhadap Brand Image dalam Purchase Decision Produk Avoskin pada Konsumen di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA)*, 48. doi:10.33508/jumma.v12i1.4711
- Rosalina, L. d. (2023). *Buku Ajar Statistika*. Padang: CV. Muharika Rumah Ilmiah
- Rusin, d. (2019). Pengaruh Green Perceived Value dan Green Perceived Risk Terhadap Green Trust, Green Purchase Intention dan Green Purchase Behavior pada Produk Green Cosmetics di Indonesia, Studi Kasus: Sensatia Botanicals. *Kajian Branding Indonesia*, 1(1), 140-170. doi:10.21632/kbi.1.1.140-170
- Salman. (2022, 7 11). *Dukung Sustainability, Brand Lokal Ini Ciptakan Sederet Program yang Menarik*. Retrieved from <https://www.editorial.femaledaily.com>

- Setyabudi, A. d. (2020). Pengaruh Green Product Knowledge, Green Trust dan Perceived Price Terhadap Green Purchase Intention Konsumen AMDK Merek Aqua Dengan Botol 100% Recycle. *Jurnal Administrasi Bisnis*, 174-184. doi:10.26593/jab.v16i2.4261.174-184
- Shopee. (2024, 5 30). *shopee.co.id/avoskinofficial*. Retrieved from <https://shopee.co.id/avoskinofficial>.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Bandung: Alfabeta.
- Supu, d. (2021). Pengaruh Harga Produk, Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen pada Produk Smartphone Samsung di Manado, *Jurnal EMBA*, 9(3), 921. doi:<https://doi.org/10.35794/emba.v9i3.35083>
- Suroso, d. (2021). Keputusan Pembelian Natural Cosmetics dengan Predicator Green Awareness dan Green Brand Trust. *Jurnal Bingkai Ekonomi*, 6(2), 62-70. doi:<https://doi.org/10.54066/jbe.v6i2.122>
- Syafrida, S. H. (2022). *Metodologi Penelitian*. Medan: KBM Indonesia ISBN: 978-623-6155-06-6.
- Tobing, R. d. (2023). Pengaruh Green Marketing dan Brand Awareness Terhadap Purchase Decision pada The Body Shop. *Business and Investment Review (BIREV)*, 1(4), 15-24. doi:10.61292/birev.v1i4.37
- Waste4Change. (2021, September 1). *Love Avoskin Love Earth*. Retrieved from <https://www.waste4change.com>
- waste4change.com. (2023, Agustus 26). *Mengenal Lebih Dekat Sampah Plastik Fleksibel dan Multilayer Plastic*. Retrieved from <https://www.waste4change.com>
- Wikipedia. (2023, 9 21). *Avoskin*. Retrieved from <https://www.id.m.wikipedia.org>
- Winarso, d. (2019). Analisis Kualitas Pelayanan Internet Indihome Pada PT. X dengan Pendekatan Part Least Square. *Jurnal MATRIX*, 80.
- Yulindasari, F. d. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 55-69. doi:<https://dx.doi.org/10.47700/jiefes.v3i1.4293>