

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3).
- Adiraharjo, K. S. (2020). *PENGARUH SIKAP TERHADAP PRODUK RAMAH LINGKUNGAN DAN CITRA TOKO PADA NIAT BERKUNJUNG BULK STORE "VERT TERRE."* UniversitasAtmaJaya.
- Alniacik, U., & Yilmaz, C. (2012). The effectiveness of green advertising: influences of claim specificity, product's environmental relevance and consumers' pro-environmental orientation. *Amfiteatru Economic Journal*, 14(31), 207–222.
- Annur, C. M. (2022). *Survei: Banyak Anak Muda Semakin Peduli Terhadap Lingkungan.*
- Arowoshegbe, A. O., Emmanuel, U., & Gina, A. (2016). Sustainability and triple bottom line: An overview of two interrelated concepts. *Igbinedion University Journal of Accounting*, 2(16), 88–126.
- Auliandri, T. A., Thoyib, A., Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy. *Exploring Young Consumers' Consumption in an Emerging Market. Problems and Perspectives in Management*, 16(2), 376–384.
- Baker, M. J., & Hart, S. J. (2003). *The marketing book* (Vol. 195). Butterworth-Heinemann Oxford.
- Berl, R. L. (2022). Introduction to Public Relations and Fund Raising. In *Cases and Select Readings in Health Care Marketing* (pp. 469–483). Routledge.  
<https://doi.org/10.4324/9781315860084-37>
- Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic & Political Studies*, 5(1).
- Byrne, M. (2003). Understanding consumer preferences across environmental marketing mix variations. *OIKOS University of Newcastle*.
- Ch Manongko, A. A., Mononutu -Minahasa Utara, J. A., & Pos, K. (n.d.). *Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behavior)* Penerbit: Yayasan Makaria Waya.
- Chan, R. Y. K., Leung, T. K. P., & Wong, Y. H. (2006). The effectiveness of environmental claims for services advertising. *Journal of Services Marketing*, 20(4), 233–250.
- Chudinovskikh, M., Gudoshnikova, Y., & Boronenkova, N. (2024). Greenwashing: Deceptive Marketing Practices, trends and facts. *E3S Web of Conferences*, 537.  
<https://doi.org/10.1051/e3sconf/202453702007>
- Coşkun Arslan, M., & Kısacık, H. (2017). *The corporate sustainability solution: Triple bottom line.*

- Dangelico, R. M., & Vocalelli, D. (2017a). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Dangelico, R. M., & Vocalelli, D. (2017b). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Davari, A., & Strutton, D. (2014). Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing*, 22(7), 563–586.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatko, R. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371–376.
- Dwipamurti, I., Mawardi, M. K., & Nuralam, I. P. (2018). The effect of green marketing on brand image and purchase decision (Study on consumer of Starbucks Café Ubud, Gianyar Bali). *Jurnal Administrasi Bisnis*, 61(3).
- Elkington, J., & Rowlands, I. H. (1999). Cannibals with forks: The triple bottom line of 21st century business. *Alternatives Journal*, 25(4), 42.
- Eneizan, B. M., Abd-Wahab, K., Zainon, M. S., & Obaid, T. F. (2016). Effects of green marketing strategy on the financial and non-financial performance of firms: A conceptual paper. *Journal of Business and Management*, 14(1), 3796(34, 14–1), 3796(34, 14–1).
- Esch, F.-R. (2008). Brand identity: the guiding star for successful brands. *Handbook on Brand and Experience Management*, 58–73.
- Esmaili, M., & Fazeli, S. F. (2015). Surveying of importance of green marketing compared purchase budget and preferred brand when buying by AHP method. *Mediterr. J. Soc. Sci*, 6, 388–394.
- Fadhilurrahman, I. (2023). *Jumlah Penduduk di 38 Provinsi Indonesia Desember 2023*.
- Felisia, F., & Limijaya, A. (2014). Triple Bottom Line Dan Sustainability. *Bina Ekonomi*, 18(1), 27607.
- Fiantika, F. R., Wasil, M., Jumiyati, S., Honesti, L., Wahyuni, S., Mouw, E., Jonata, Mashudi, I., Hasanah, N., Maharani, A., Ambarwati, K., Noflidaputri, R., Nuryami, & Waris, L. (2022). *Metode Penelitian Kualitatif*. PT. GLOBAL EKSEKUTIF TEKNOLOGI.
- Fuller, D. A. (1999). *Sustainable Marketing: Managerial-Ecological Issues*. Sage Publications.
- Ghoshal, M. (2011). Green Marketing-A changing concept in changing time. *BVIMR Management Edge*, 4(1), 82–92.
- Gillis, W., & James, M. (2015). The Impact of the Triple Bottom Line on Social Entrepreneurship. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2676325>

- Goel, P., & Sharma, S. (2017). Impact of green marketing on consumer's perception and preferences. *Splint International Journal of Professionals*, 4(4), 39–43.
- Grant, J. (2020). *Greener marketing*. John Wiley & Sons.
- Grönroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, 6(3), 317–333.
- Grove, S. J., Fisk, R. P., Pickett, G. M., & Kangun, N. (1996). Going green in the service sector: Social responsibility issues, implications and implementation. *European Journal of Marketing*, 30(5), 56–66.
- Ham, M. (2011). Environmentally oriented marketing communications as part of green marketing strategy. *MARKETING CHALLENGES*, 237.
- Hammer, J., & Pivo, G. (2017). The Triple Bottom Line and Sustainable Economic Development Theory and Practice. *Economic Development Quarterly*, 31(1), 25–36. <https://doi.org/10.1177/0891242416674808>
- Hamzaoui Essoussi, L., & Linton, J. D. (2010). New or recycled products: how much are consumers willing to pay? *Journal of Consumer Marketing*, 27(5), 458–468.
- Hanifah, D. (2023). *Komunikasi Lingkungan Oleh Bulk Store Vert Terre Dalam Kampanye Gaya Hidup Ramah Lingkungan Yogyakarta [Ff]*. Universitas Pembangunan Nasional Veteran Yogyakarta.
- Hansika, R. (2022). A Comprehensive Literature Review on Marketing Strategies Adopting by Various Industries. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4307660>
- Hole, G. (2022). The Triple Bottom Line, Social Corporate Responsibility, and Sustainability. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4238497>
- Hsiang-Ming, L., Ching-Chi, L., & Cou-Chen, W. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7/8), 1091.
- Huang, F.-H., Lee, Y.-L., & Hwang, S.-L. (2009). *E-Shopping Behavior and User-Web Interaction for Developing a Useful Green Website* (pp. 446–454). [https://doi.org/10.1007/978-3-642-02574-7\\_50](https://doi.org/10.1007/978-3-642-02574-7_50)
- Huberman, A. (2014). *Qualitative data analysis a methods sourcebook*.
- Irawati, D., Natsir, N. F., & Haryanti, E. (2021). Positivisme, Pospositivisme, Teori Kritis, dan Konstruktivisme dalam Perspektif “Epistemologi Islam.” *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 4(8), 870–880.
- ISAKSSON, R. (2018). *REVISITING THE TRIPLE BOTTOM LINE*. 425–436. <https://doi.org/10.2495/SDP180381>
- Junaedi, M. F. S. (2005). Pengaruh kesadaran lingkungan pada niat beli produk hijau: Studi perilaku konsumen berwawasan lingkungan. *Benefit: Jurnal Manajemen Dan Bisnis (Jurnal Ini Sudah Migrasi)*, 9(2), 189–201.
- Kahle, L. R., & Kim, C.-H. (2006). *Creating images and the psychology of marketing communication*. Psychology Press.

- Kartawijaya, T. M. I. (2011). Analisis Pengungkapan Triple Bottom Linedan Faktor yang Mempengaruhi; Lintas Negara Indonesia dan Jepang. *Jurnal Vokasi Indonesia*, 1(1), 2.
- Karyotakis, M.-A., & Antonopoulos, N. (2021). Web Communication: A Content Analysis of Green Hosting Companies. *Sustainability*, 13(2), 495. <https://doi.org/10.3390/su13020495>
- Kasali, R. (2005). Sembilan fenomena bisnis, manajemen student society MSS. *FEUI Official Site Kementrian Lingkungan Hidup*.
- Katrandjiev, H. (2016). Ecological marketing, green marketing, sustainable marketing: Synonyms or an evolution of ideas. *Economic Alternatives*, 1(7), 71–82.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson.
- Kementerian Lingkungan Hidup dan Kehutanan. (2023a). *Sistem Informasi Pengelolaan Sampah Nasional*.
- Kementerian Lingkungan Hidup dan Kehutanan. (2023b). *Sistem Informasi Pengelolaan Sampah Nasional*.
- Kotler, P., & Keller, K. L. (2021). *Manajemen Pemasaran edisi 13 jilid 2*.
- Lanasier, E. V. (2002). Perilaku konsumen hijau Indonesia: tinjauan sudut demografi dan psikografi. *Media Riset Bisnis & Manajemen*, 2(2), 89–111.
- Lestari, I., & Fitriani, D. R. (2021). Green Marketing and Green Brand Image on Users-Attitudes of The Body Shop Indonesia. *International Journal of Science, Technology & Management*, 2(6), 1995–2004.
- Manongko, A. (2018). *Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behaviour)*. YayasanMakariaWarya.
- Marist, A. I., Yuliati, L. N., & Najib, M. (2014). The role of event in building brand satisfaction, trust and loyalty of isotonic drink. *International Journal of Marketing Studies*, 6(6), 57.
- Mazriri, E. T. (2018). *The impact of green marketing practices on competitive advantage and business performance among manufacturing small and medium enterprises (SMEs) in South Africa*. UNIVERSITY OF THE WITWATERSRAND.
- Michael, R., Raharjo, S. T., & Resnawaty, R. (2019). Program CSR Yayasan Unilever Indonesia Berdasarkan Teori Triple Bottom Line. *Focus: Jurnal Pekerjaan Sosial*, 2(1), 23.
- Miftakhuddin, M. (2021). *Pendekatan penelitian pendidikan: Tinjauan dari perspektif filsafat ilmu*.
- Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. *BVIMR Management Edge*, 7(1).
- Mogaji, E., Adeola, O., Adisa, I., Hinson, R. E., Mukonza, C., & Can Kirgiz, A. (n.d.). *Green Marketing in Emerging Economies A Communications Perspective*

*PALGRAVE STUDIES OF MARKETING IN EMERGING ECONOMIES.*

<http://www.palgrave.com/gp/series/16591>

- Nanere, M. (2010). What green marketing has to offer. *International Conference Indonesian Management Scientist Ass (AIMI). La Trobe University: Bendigo, Australia.*
- Nazarenko, I. (2022). GENESIS OF THE ECONOMIC ESSENCE OF PROFIT IN A MARKET ECONOMY. *Market Infrastructure*, 65.  
<https://doi.org/10.32843/infrastruct65-5>
- Oksana, S. (2022). DEFINITION OF THE CATEGORY “PROFIT”: SCIENTIFIC ASPECT. *PROBLEMS OF SYSTEMIC APPROACH IN THE ECONOMY.*
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Payne, A., & McDonald, M. (2012). *Marketing Planning for Services*. Routledge.
- Peattie, K. (2001). Towards Sustainability: The Third Age of Green Marketing. *The Marketing Review*, 2(2), 129–146. <https://doi.org/10.1362/1469347012569869>
- Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
- Pirlea, A. F., Serajuddin, U., Wadhwa, D., & Welch, M. (2023). *Atlas of Sustainable Development Goals 2023*.
- Rettie, R., Burchell, K., & Barnham, C. (2014). Social normalisation: Using marketing to make green normal. *Journal of Consumer Behaviour*, 13(1), 9–17.
- Sarkar, A. N. (2012). Green branding and eco-innovations for evolving a sustainable green marketing strategy. *Asia-Pacific Journal of Management Research and Innovation*, 8(1), 39–58.
- Saxena, N. K., & Dhar, U. (2017). Brand image: A seasoned review. *Asian Journal of Management*, 8(1), 103. <https://doi.org/10.5958/2321-5763.2017.00016.6>
- Schroeder, B., & DeNoble, A. (2014). How to design a triple bottom line organization: A start-up case study. *Journal of Organization Design*, 3(2).
- Scott, L., & Vigar-Ellis, D. (2014). Consumer understanding, perceptions and behaviours with regard to environmentally friendly packaging in a developing nation. *International Journal of Consumer Studies*, 38(6), 642–649.  
<https://doi.org/10.1111/ijcs.12136>
- Segev, S., Fernandes, J., & Hong, C. (2016). Is your product really green? A content analysis to reassess green advertising. *Journal of Advertising*, 45(1), 85–93.
- Singh, G. (2013). Green: The New Colour of Marketing in India. *ASCI Journal of Management*, 42(2).
- Stoica, M. (2021). GREEN MARKETING COMMUNICATION STRATEGIES: AN INTEGRATIVE LITERATURE REVIEW. *The Annals of the University of*

- Oradea. Economic Sciences*, 30(30 (1)), 388–396.  
[https://doi.org/10.47535/1991AUOES30\(1\)043](https://doi.org/10.47535/1991AUOES30(1)043)
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, R&D* (2nd ed.). Alfabeta.
- Tang, E., Fryxell, G. E., & Chow, C. S. F. (2004). Visual and Verbal Communication in the Design of Eco-Label for Green Consumer Products. *Journal of International Consumer Marketing*, 16(4), 85–105.  
[https://doi.org/10.1300/J046v16n04\\_05](https://doi.org/10.1300/J046v16n04_05)
- Tiwari, S., Tripathi, D. M., Srivastava, U., & Yadav, P. K. (2011). Green marketing-emerging dimensions. *Journal of Business Excellence*, 2(1), 18–23.
- Tjiptono, F. (2008). *Strategi Pemasaran* (III). Penerbit Andy.
- Tomasin, L., Pereira, G. M., Borchardt, M., & Sellitto, M. A. (2013). How can the sales of green products in the Brazilian supply chain be increased? *Journal of Cleaner Production*, 47, 274–282.
- Tseng, S.-C., & Hung, S.-W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59, 174–184.
- Twum, K. K., & Yalley, A. A. (2021). Green integrated marketing communication. *Green Marketing in Emerging Markets: Strategic and Operational Perspectives*, 117–144.
- Wei, S. (2024). The Importance of Brand Image. *Media and Communication Research*, 5(1), 93–98.
- Widyastuti, S. (2017). *Manajemen komunikasi pemasaran terpadu: Solusi menembus hati pelanggan*. Feb-Up Press.
- Wijaya, B. S. (2012). *Etika periklanan*. UB Press.
- Wijaya, B. S. (2013a). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55–65.
- Wijaya, B. S. (2013b). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55–65.
- Wong, V., Turner, W., & Stoneman, P. (1996). Marketing strategies and market prospects for environmentally-friendly consumer products 1. *British Journal of Management*, 7(3), 263–281.
- Yazdanifard, R., & Mercy, I. E. (2011). The impact of green marketing on customer satisfaction and environmental safety. *International Conference on Computer Communication and Management*, 5(1), 637–641.

