

DAFTAR PUSTAKA

- Alamsyah, D. P., Othman, N. A., & Mohammed, H. A. A. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961–1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Asumsi.co. (2021a). *Kenapa Sekarang Ngetren Jualan Gawai Tanpa Charger?* | Asumsi. Asumsi.Co. <https://asumsi.co/post/59978/kenapa-sekarang-ngetren-jualan-gawai-tanpa-charger/>
- Asumsi.co. (2021b). *Kenapa Sekarang Ngetren Jualan Gawai Tanpa Charger?* | Asumsi. Asumsi.Co. <https://asumsi.co/post/59978/kenapa-sekarang-ngetren-jualan-gawai-tanpa-charger/>
- Badan Pusat Statistik Indonesia. (2024, May 6). *Proporsi Individu yang Menguasai/Memiliki Telepon Genggam Menurut Provinsi - Tabel Statistik - Badan Pusat Statistik Indonesia*. <https://www.bps.go.id/id/statistics-table/2/MTIyMSMy/proporsi-individu-yang-menguasai-memiliki-telepon-genggam-menurut-provinsi.html>
- Bougie, R., & Sekaran, U. (2019). *Research Methods For Business: A Skill Building Approach*. Wiley. <https://books.google.co.id/books?id=ikI6EAAAQBAJ>
- BPS Provinsi D.I. Yogyakarta. (2023). *Statistik Lingkungan Hidup 2023/2024 Daerah Istimewa Yogyakarta*. <https://yogyakarta.bps.go.id/id/publication/2024/10/16/5b61b193a6194eae19982b7d/statistik-lingkungan-hidup-daerah-istimewa-yogyakarta-2023-2024.html>
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management and Business Excellence*, 31(1–2), 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Cindy Mutia Annur. (2024). *Geser Oppo, Samsung Jadi Smartphone Terlaris di Indonesia pada 2023*. <https://Databoks.Katadata.Co.Id/Teknologi-Telekomunikasi/Statistik/89e6e734446f4e8/Geser-Oppo-Samsung-Jadi-Smartphone-Terlaris-Di-Indonesia-Pada-2023>. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/89e6e734446f4e8/geser-oppo-samsung-jadi-smartphone-terlaris-di-indonesia-pada-2023>
- Ghozali, I., & Latan, H. (2016). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0, -2/E*. Semarang. Badan Penerbit Universitas Diponegoro. <https://api.semanticscholar.org/CorpusID:64677184>

- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd Edition). Sage Publications Inc.
- Hugo Lindenberg. (2020). *The effect of greenwashing on brand image and purchase intention in the fashion industry* [Erasmus University]. <https://thesis.eur.nl/pub/62035>
- Isac, N., Javed, A., Radulescu, M., Cismasu, I. D. L., Yousaf, Z., & Serbu, R. S. (2024). Is greenwashing impacting on green brand trust and purchase intentions? Mediating role of environmental knowledge. *Environment, Development and Sustainability, January*. <https://doi.org/10.1007/s10668-023-04352-0>
- Kementerian perindustrian. (2021, June 10). *Kemenperin: Wujudkan Daya Saing Global, Kemenperin Akselerasi Penerapan Industri Hijau*. <https://kemenperin.go.id/artikel/22572/Wujudkan-Daya-Saing-Global,-Kemenperin-Akselerasi-Penerapan-Industri-Hijau>
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. New Jersey: Pearson Prentice Hall.Inc.
- Lee, J. L., James, J. D., & Kim, Y. K. (2014). A Reconceptualization of Brand Image. *International Journal of Business Administration*, 5(4). <https://doi.org/10.5430/ijba.v5n4p1>
- Lyon, T. P., & Maxwell, J. W. (2011). Greenwash: Corporate Environmental Disclosure under Threat of Audit. *Journal of Economics & Management Strategy*, 20, 3–41. <http://www.corpwatch.org/article.php?id=3648>.
- Ma, Y., Hou, G., & Xin, B. (2017). Green process innovation and innovation benefit: The mediating effect of firm image. *Sustainability (Switzerland)*, 9(10). <https://doi.org/10.3390/su9101778>
- Prince Edo di X: “Masih gak ngerti alesan smartphone ilangin kepala charger dengan alesan lingkungan. Sementara, samsung atau apple sendiri menyediakan kepala charger secara terpisah. Jadi bingung alesannya itu lingkungan apa market yaa.. masih gak paham sih 🤔” / X. (n.d.). Retrieved February 10, 2025, from <https://x.com/tuanmudaedo/status/1351470772821192708?mx=2>
- Rakhmawati, S. M. (2022). Nrimo Ing Pandum Dan Etos Kerja Orang Jawa: Tinjauan Sila Ketuhanan Yang Maha Esa. *JURNAL PANCASILA*, 3(1), 07–19. https://jurnal.ugm.ac.id/pancasila/article/view/70568/pdf_1
- Saad, S., Shah, H., Aziz, J., Raza Jaffari, A., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.

- Samsung. (2022, January 7). *Mengapa earphone dan charger tidak disertakan di dalam kotak pembelian.* <https://www.samsung.com/id/support/mobile-devices/why-earphones-and-charger-are-not-included-in-the-galaxy-phone-package/>
- Samsung. (2024). *product enviromental report.pdf.* https://www.samsung.com/global/sustainability/media/pdf/Galaxy_S24_Ultra_Environmental_Report_EN.pdf?msockid=14d84ca1d1a664341fed59a6d0f065a8
- Setengah video ini isinya MARAH SOAL CHARGER - Unboxing Samsung Galaxy S21 Ultra - YouTube. (n.d.). Retrieved February 10, 2025, from <https://www.youtube.com/watch?v=BagfQXYL230>
- Shi, J., & Omar, N. A. (2024). The effect of greenwashing on green purchase intention: Perceived betrayal as a mediator and brand loyalty as a moderator. *Journal of Infrastructure, Policy and Development*, 8(9), 1–13. <https://doi.org/10.24294/jipd.v8i9.7520>
- Stern, M. J., Powell, R. B., & Ardoin, N. M. (2010). Evaluating a constructivist and culturally responsive approach to environmental education for diverse audiences. *Journal of Environmental Education*, 42(2), 109–122. <https://doi.org/10.1080/00958961003796849>
- Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D.* Bandung, Alfabeta.
- Sun, Y., & Shi, B. (2022). Impact of Greenwashing Perception on Consumers' Green Purchasing Intentions: A Moderated Mediation Model. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912119>
- Utami, C. W., Teofilus, T., Somawiharja, Y., Tanan, A., Salsabila, A., Emantyo, Y. E., & Tsai, C. H. (2022). Negative Marketing in the Cosmetics Industry: the Effect of Greenwashing Perceptions on Purchase Intention Through Brand Image. *Jurnal Aplikasi Manajemen*, 20(3), 721–737. <https://doi.org/10.21776/ub.jam.2022.020.03.19>
- Ward, J. C., & Ostrom, A. L. (2006). Complaining to the Masses: The Role of Protest Framing in Customer-Created Complaint Web Sites. In *JOURNAL OF CONSUMER RESEARCH, Inc.* • (Vol. 33).
- Yoebrilanti, A., & Putri, V. (2024). *Pengaruh Green Brand Image, Dan Green Perceived Quality Terhadap Green Purchase Intention Melalui Green Trust (Studi Pada Konsumen Tupperware Di Cilegon).* <https://doi.org/https://doi.org/10.30656/sm.v10i1.9343>

Yu, M., Wang, J., & Xin, J. (2021). Research on the Impact of Corporate Social Responsibility on Consumers' Purchase Intention. *Journal of Shandong University of Technology*, 08(07), 1–15. <https://doi.org/10.4236/oalib.1107672>