## **DAFTAR PUSTAKA**

- Amin, Hanudin, Abdul Rahim Abdul Rahman, Dzuljastri Abdul Razak, and Hamid Rizal. 2017. "Consumer Attitude and Preference in the Islamic Mortgage Sector: A Study of Malaysian Consumers." *Management Research Review* 40(1): 95–115.
- Anilkumar, N., and Joseph Jelsey. 2012. "An Insight into Modern Consumer Attitude." *Bi-annual Journal of the Asian School of Business Management* 5(2).
- Asshidin, Nor Hazlin Nor, Nurazariah Abidin, and Hafizzah Bashira Borhan. 2016. "Perceived Quality and Emotional Value That Influence Consumer's Purchase Intention towards American and Local Products." *Procedia Economics and Finance* 35(October 2015): 639–43.
- Augusty, F 2006, Structural Equation Modeling: Dalam Penelitian Manajemen, Badan Penerbit Universitas Diponegoro, Semarang.
- Chang, N. J., & Fong, C. M. et al. 2016. "Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty. African." *Journal of Business Management* 4(13)(13): 2836–2844.
- Chang, Ching-Chung, Hsing-Hui Lin, Hsueh-Ying Wu, and Hsing-Yun Chang. 2015. "The Empirical Research of Store Image, Service Quality, Product Innovation, and Customer' S Perceived Value To Repurchase Intention: The Case of " Yingge Ceramics Old." Asbbs Proceedings of the 23Rd Annual Conference: 101–11.
- Chen, Yu Shan. 2010. "The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust." *Journal of Business Ethics* 93(2): 307–19.
- Chinomona, Richard, and Eugine Tafadzwa Maziriri. 2018. "The Influence of Brand Awareness, Brand Association and Product Quality on Brand Loyalty and Repurchase Intention: A Case of Male Consumers for Cosmetic Brands in South Africa." *Journal of Business & Retail Management Research* 12(01): 143–55.
- Chun, Chen Huang, Wei Yen Szu, Yi Liu Cheng, and Pei Chang Te. 2014. "The Relationship Among Brand Equity, Customer Satisfaction, and Brand Resonance To Repurchase Intention of Cultural and Creative Industries in Taiwan." *the International Journal of Organization Innovation* 6(3): 106–21.
- Comercializacio, De, Andrea Pe, and Ignacio Rodri. 2013. "The Effect of Corporate Associations on Consumer Behaviour."
- Devi Juwaheer, Thanika, Sharmila Pudaruth, and Marie Monique Emmanuelle Noyaux. 2012. "Analysing the Impact of Green Marketing Strategies on Consumer Purchasing Patterns in Mauritius." World Journal of

*Entrepreneurship, Management and Sustainable Development* 8(1): 36–59.

- Durmaz, Yakup, and Hatice Vildan Yaşar. 2016. "Green Marketing and Benefits to Business." *Business and Management Studies* 2(2).
- Farida, Naili, and Elia Ardyan. "Namjera Ponovljene Kupovine Repeat Purchase Intention of Starbucks Consumers in Indonesia :" (594).
- Fuentes, Christian. 2015. "How Green Marketing Works: Practices, Materialities, and Images." Scandinavian Journal of Management 31(2): 192–205.
- Ghozali, Imam 2011, Aplikasi Analisis Multivariate dengan Program SPSS, Badan Penerbit Universitas Diponegoro, Semarang.
- Goh, S K, N Jiang, M F A Hak, and P L Tee. 2016. "Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction." *International Review of Management and Marketing* 6(4): 993–1004.
- Goh, See Kwong, Nan Jiang, and Pei Leng Tee. 2016. "The Impact of Brand Trust, Self-Image Congruence and Usage Satisfaction toward Smartphone Repurchase Intention." *International Review of Management and Marketing* 6(3): 436–41.
- Hu, Tao, William J. Kettinger, and Robin S. Poston. 2015. "The Effect of Online Social Value on Satisfaction and Continued Use of Social Media." *European Journal of Information Systems* 24(4): 391–410.
- Huang, Yi Chun, Minli Yang, and Yu Chun Wang. 2014. "Effects of Green Brand on Green Purchase Intention." *Marketing Intelligence and Planning* 32(3): 250–68.
- Lahap, Johanudin et al. 2016. "A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry." *Procedia Social and Behavioral Sciences* 224(August 2015): 149–57.
- Lam, Aris Y. C., Mei Mei Lau, and Ronnie Cheung. 2016. "Modelling the Relationship among Green Perceived Value, Green Trust, Satisfaction, and Repurchase Intention of Green Products." *Contemporary Management Research* 12(1): 47–60.
- Long-Yi Lin, and Yeun-Wen Chen. 2009. "A Study on the Influence of Purchase Intentions on Repurchase Decisions: The Moderating Effects of Reference Groups and Perceived Risks." *Tourism Review* 64(3): 28–48.
- Mohd Suki, Norazah. 2016. "Green Product Purchase Intention: Impact of Green Brands, Attitude, and Knowledge." *British Food Journal* 118(12): 2893–2910.
- Mourad, Maha, and Yasser Serag Eldin Ahmed. 2012. "Perception of Green Brand in an Emerging Innovative Market." *European Journal of Innovation Management* 15(4): 514–37.

- Muthukumaran, C. K. 2014. "International Journal of Management Research and Review." *International Journal of Management Research and Review* 4(1): 39–49.
- Nagar, Komal, and Shivani Rana. 2017. "Examining Linkages between Brand Image and Purchase Intention of Green Products: The Moderating Role of Perceived Benefits." 4(2): 63–72.
- Ng, Pui Fong, Muhammad Mohsin Butt, Kok Wei Khong, and Fon Sim Ong. 2014. "Antecedents of Green Brand Equity: An Integrated Approach." *Journal of Business Ethics* 121(2): 203–15.
- Panda, Tapan K. 2013. "Effects of Service Quality and Salesperson Characteristics on Consumer Trust and Relationship Commitment: An Empirical Study on Insurance Buyers in India." Vision: The Journal of Business Perspective 17(4): 285–92.
- Rostamzadeh, Reza et al. 2017. "Effect of Integration of Green Constructs and Traditional Constructs of Brand on Green Purchase Intention of Customers." E+M Ekonomie a Management 20(3): 219–37.
- Safin, Siti Zaharah et al. 2016. "Factors Influencing Purchasing Intention of Smartphone among University Students." *Procedia Economics and Finance* 37(16): 245–53.
- Sakthivel, G., and C.S. Senthil Kumar. 2017. "Consumer Satisfaction, Dissatisfaction and Post-Purchase Evaluation: An Empirical Study on Small Size Passenger Cars in Coimbatore."
- Sekaran, Uma 2011, Metode Penelitian untuk Bisnis, Salemba Empat, Jakarta.
- Simão, Lídia, and Ana Lisboa. 2017. "Green Marketing and Green Brand The Toyota Case." *Procedia Manufacturing* 12(December 2016): 183–94.
- Song, Hak Jun, Jun Hui Wang, and Heesup Han. 2019. "Effect of Image, Satisfaction, Trust, Love, and Respect on Loyalty Formation for Name-Brand Coffee Shops." *International Journal of Hospitality Management* 79(December 2018): 50–59.
- Toufani, Samrand, John Philip Stanton, and Tendai Chikweche. 2017. "The Importance of Aesthetics on Customers' Intentions to Purchase Smartphones." *Marketing Intelligence and Planning* 35(3): 316–38.
- Ulusoy, Emre, and Paul G. Barretta. 2016. "How Green Are You, Really? Consumers' Skepticism toward Brands with Green Claims." *Journal of Global Responsibility* 7(1): 72–83.
- VelnampyT, and Achchuthan. 2016. "Green Consumerism in Sri Lankan Perspective: An Application and Extension of Theory of Planned Behavior." Advances in

Management & Applied Economics 6(5): 39–66.

- Wang, Jing et al. 2018. "Green Image and Consumers' Word-of-Mouth Intention in the Green Hotel Industry: The Moderating Effect of Millennials." *Journal of Cleaner Production* 181: 426–36.
- Wang, Ya-Hui, Ssu-Ting Chen, and Nai-Ning Chen. 2016. "An Empirical Study of the Effect of Green Marketing on Purchase Intention – Evidence from Green Restaurant." Advances in Management & Applied Economics 6(4): 1–14.
- Widanti, Afrima, Alfansi, and Lizar. 2014. "Pengaruh Keterlibatan Fashion terhadap Kepercayaan Merek dengan Mediasi Hedonic Value dan Utilitarian Value Pada Konsumen Smartphone, Tablet, dan Laptop." Thesis. Universitas Bengkulu.

