

## DAFTAR PUSTAKA

- Afthanorhan, A., Ghazali, P. L., & Rashid, N. (2021). *Discriminant Validity: A Comparison of CBSEM and Consistent PLS using Fornell & Larcker and HTMT Approaches*. *Journal of Physics: Conference Series*, 1874(1). <https://doi.org/10.1088/1742-6596/1874/1/012085>
- Al Amin, Z., & Dhewi, T. S. (2021). *How Green Perceived Value and Green Perceived Risk Influence Customer Loyalty Through Customer Satisfaction*.
- Alhabsi Alwi, A., Ayu Nofirda, F., & Jurusan Manajemen Universitas Muhammadiyah Riau, M. (2025). Pengaruh periklanan, *perceived quality*, dan citra merek terhadap *customer loyalty* pada perusahaan ritel ACE Hardware. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 4(1), 17–32.
- Alifia Hening, P. A. R. Dewi. (2022). Efektivitas strategi green marketing communication terhadap keputusan pembelian produk Garnier (Studi pada Generasi Z di Kota Surabaya Tentang Garnier *Green Beauty*) Hening Alifia. *In Tahun* (Vol. 5, Issue 2).
- Andika, A., Nadia Nadia, N., & Najmudin, M. (n.d.). *Understanding Green Cosmetic Adoption in Indonesia: Environmental Consciousness and the Theory of Reasoned Action Perspective*. <https://doi.org/10.5281/zenodo.10468042>
- Arslan, I. K. (2020). *The importance of creating customer loyalty in achieving sustainable competitive advantage*. *Eurasian Journal of Business and Management*, 8(1), 11–20. <https://doi.org/10.15604/ejbm.2020.08.01.002>
- Assaker, G., O'Connor, P., & El-Haddad, R. (2020). *Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels*. *Journal of Hospitality Marketing and Management*, 29(8), 934–955. <https://doi.org/10.1080/19368623.2020.1751371>
- Arsya, A. F., Juliag, A. R., Sakdiyah, S. H., & Purwida, E. P. W. (2024). *Perkembangan Konsumsi Skincare Pada Wanita*. *Journal of Beauty and Cosmetology (JBC)*. DOI: 10.26740/jbc.v5n2.p [journal.unesa.ac.id](http://journal.unesa.ac.id)
- Azhara, R., & Rozza, S. (2024). *Pengaruh Persepsi Risiko, Persepsi Keamanan, dan User Experience Terhadap Loyalitas Nasabah Menggunakan Aplikasi BSI Mobile*.

- Chen, Y. S. (2010). *The drivers of green brand equity: Green brand image, green satisfaction, and green trust*. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y. S., & Chang, C. H. (2013). *Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction*. *Management Decision*, 51(1), 63–82. <https://doi.org/10.1108/00251741311291319>
- Dounia, B., Sabah, J., & Lahcen Latifa, A. (2025). *Study of the impact of perceived value, perceived risk, trust and satisfaction on customer loyalty in the banking sector in Morocco*. 3(1). <https://doi.org/10.5281/zenodo.14626447>
- Murhadi, W. R., & Reski, E. C. (2022). Pengaruh *E-Service Quality*, Kesadaran Merek, Kepercayaan, *Word Of Mouth*, Dan Kepuasan Terhadap Loyalitas Pelanggan Pada Tiktok Shop (Studi Pada Pelanggan Tiktok Shop). *Jurnal Ilimiah Bisnis Dan Ekonomi Asia*, 16(2), 229-240.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Concepts, Techniques and Applications using SmartPLS 3*. Diponegoro University.
- Hair, J. F., Hult, T. M., & Ringle, C. M. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Alam Springer.
- Hasibuan, F., & Dirbawanto, (2024). Pengaruh *perceived quality* dan *price discount* terhadap loyalitas pelanggan pada aplikasi *GrabFood* Studi pada Pengguna Kota Medan).4(1). <https://transpublika.co.id/ojs/index.php/Transekonomika>
- Henseler, J., & Schubert, F. (2023). Partial least squares as a tool for scientific inquiry: comments on Cadogan and Lee. *European Journal of Marketing*, 57(6), 1737–1757. <https://doi.org/10.1108/EJM-06-2021-0416>
- Heriyanto, E., & Susanto, E. H. (2020). Pengaruh *Perceived Quality* Terhadap *Customer Loyalty* dengan *Perceived Risk* dan *Customer Trust* Sebagai Variabel Mediasi pada PT. XYZ. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4 (3), 29.
- Kurniawati, N. R., & Nina, P. (2018). Pengaruh *Green Perceived Value* dan *Green Perceived Quality* untuk Meningkatkan *Green Satisfaction* yang Berdampak pada *Repurchase Intention*. *Jurnal Indonesia Membangun*, 17(2), 1-18
- Purwanza, S. W. (2022). Metodologi penelitian kuantitatif, kualitatif dan kombinasi. Cv. Media Sains Indonesia.

- Putra, A. R. P., Putri, P. D. A., & Setiowati, R. (2024). *Should Your Brand Go Sustainable: The Case of Skincare Brand in Indonesia*. *European Journal of Business and Management Research*, 9(4), 8–14. <https://doi.org/10.24018/ejbmr.2024.9.4.2382>
- Quy Nguyen-Phuoc, D., Oviedo-Trespalacios, O., Vo, N. S., Thi Le, P., & Van Nguyen, T. (2021). *How does perceived risk affect passenger satisfaction and loyalty towards ride-sourcing services? Transportation Research Part D: Transport and Environment*, 97. <https://doi.org/10.1016/j.trd.2021.102921>
- Rahayu, H., & Saktiana, G. M. (2023). *The effect of greenwashing on brand equity and green purchase intention at Garnier in Jakarta*. *International Journal of Application on Economics and Business*, 1(4), 2626–2638. <https://doi.org/10.24912/ijaeb.v1i4.2626-2638>
- Renatha Indraswari, N., Dwi Susanti, E., Ilmu Sosial Dan Ilmu Politik, F., Administrasi Bisnis Universitas Pembangunan Nasional, P., & Timur, J. (n.d.). *Reslaj: Religion Education Social Laa Roiba Journal Pengaruh Citra Merek dan Persepsi Kualitas terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan pada Burger King Selama Pandemi Covid-19: Studi Pada Burger King di Sidoarjo*. <https://doi.org/10.47476/reslaj.v5i3.1728>
- Samsul Arifin, Didit Darmawan, Jahroni Jahroni, Rafadi Khan Khayru, & Utami Puji Lestari. (2023). *Persepsi Risiko Dan Kepercayaan Pelanggan Dalam Mempengaruhi Loyalitas Pelanggan Terhadap Produk Elektronik Ramah Lingkungan*. *Journal of Management and Social Sciences*, 1(4), 172–182. <https://doi.org/10.59031/jmsc.v1i4.368>
- Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). *Progress in partial least squares structural equation modeling use in marketing research in the last decade*. *Psychology and Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Septiarini, E., & Adialita, T. (2024). *Customers' Trust on Sustainable Cosmetics Products' Campaigns*. *Journal of Trends Economics and Accounting Research*, 4(4), 932–939. <https://doi.org/10.47065/jtear.v4i4.1214>

- Sunara Analisis Pengaruh, T., Wardhana, A., Stefanus Kembau, A., Perdana Kumaat, A., & Aviel Sunara, T. Analisis pengaruh *e-service quality* terhadap *customer behaviour* dengan mediasi *customer satisfaction* dan *customer trust*.
- TomassMHultt, G. *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www.>
- Vania, C., & Ruslim, T. S. (2023). *The Effect of Environmental Concern, Attitude, Green Brand Knowledge, Green Perceived Value on Green Purchase Behavior with Green Purchase Intention As A Mediating Variable on Green Beauty Products*.
- Populix. (2025, 29 Mei). *Tren skincare Gen Z & milenial, produk lokal jadi pilihan utama*. IDN Times. Diakses dari IDN Times [info.populix.co+9idntimes.com+9swa.co.id+9](http://info.populix.co+9idntimes.com+9swa.co.id+9)
- Populix. (2025, 14 Mei). *Millennials & Gen Z Report: Local vs. Global Skincare Trends and Market Shifts*. Databoks – Katadata Insight Center. Diakses dari Katadata [euromonitor.com+3databoks.katadata.co.id+3idntimes.com+3](http://euromonitor.com+3databoks.katadata.co.id+3idntimes.com+3)
- Nusaresearch. (2020, Agustus). *Laporan tentang makeup routine – Riset Online Indonesia* [Laporan riset]. Nusaresearch. Diakses dari Nusaresearch
- Oktarina, A. A., Hadisiwi, A., & Ayumirza, I. (2025). *Pengaruh Stereotip Gender terhadap Persepsi Maskulinitas Penggunaan Skincare Masyarakat di Pulau Jawa*. *JKOMDIS*, 5(1), 20–26. DOI: 10.47233/jkomdis.v5i1.2522 [jurnal.minartis.com](http://jurnal.minartis.com)