

DAFTAR PUSTAKA

- ZAP Beauty Index 2018/2019*. (2019). Dipetik Agustus 10, 2022, dari file:///C:/Users/USER/Downloads/ZAP_Beauty_Index_Agustus_2020.pdf
- Abdul, H. (2013, Desember). *KOMUNIKASI MASSA*. Dipetik Agustus 2, 2020, dari Core: <https://core.ac.uk/download/pdf/198215606.pdf>
- Abzari, M., Morad, A. P., & Shad, F. S. (2013). Studying the effect of green marketing mix on market share increase. *European Online Journal of Natural and Social Sciences*, 641-653.
- Agesti, N., Budiarti, E., & Ridwan, M. S. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding*, 496-507.
- Ajagbe, M. A., Kamolshotiros, P., Oke, A. O., Olujobi, O. J., & Popoola, O. Y. (2016). Consumer Behavior towards Decision Making and Loyalty to Particular Brands. *Internation Review of Management and Marketing*, 43-52.
- Ali, H., Brata, B. H., & Husani, S. (2017). The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swara Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 433-445.
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social Media Influences, Brand Awareness, And Purchase Decision among Generation Z in Surabaya. *Jurnal Manajemen dan Kewirausahaan*, 18-26.

Aprianingsih, A., Islamiaty, M., Khairani, A., & Qariba, I. (2021). The Strategy of Indonesian Local Skin Care to Compete Global Firm in Pandemic Situation. *Jurnal Perilaku dan Strategi Bisnis*, 137-146.

Armstrong, Buchwitz, Kotler, & Trifts. (2017). *Marketing An Introduction (Canadian 6th Edition)*. Toronto: Pearson Education, Inc.

Astuti, R., Deoranto, P., Nazzal, A., & Wicaksono, M. (2021). Green Marketing Mix: An Example of it's Influences on Purchasing Decision. *International Conference on Green Agro-industry and Bioeconomy*.

Azam, S., Khatibi, A., Rachmawati, D., & Shukri, S. (2019). Factor Influencing Customers' Purchase Decision of Residential Property in Selangor, Malaysia. *Management Science Letters*, 1341-1348.

Azhar, M. E., Jufrizen, J., Prayogi, M. A., & Sari, M. (2019). The Role of Marketing Mix and Service Quality on Tourist Satisfaction and Loyalty at Samosir. *Independent Journal of Management & Production (IJM&P)*, 1662-1678.

Azwar, S. (2009). Efek Seleksi Aitem berdasarkan Daya Diskriminasi terhadap Reliabilitas Skor Tes. *Buletin Psikologi*, 28-32.

Budiantono, B., Nasrulloh, M. A., & Wulandari, W. (2019). Analisis Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Lampu LED PHILIPS (Studi pada Konsumen di Desa Kesiman Kecamatan Trawas). *CIASTECH*, 1-10.

Davari, A., & Strutton, D. (2014). Marketing mix strategies for closing the gap between green consumers' pro-environmental belief and behaviors. *Journal of Strategic Marketing*, 1-23.

Diash, A. F., & Syarifah, D. (2021). Pengaruh Environmental Knowledge dan Environmental Concern terhadap Green Purchase Intention pada Generasi Milenial. *BRPKM*, 551-559.

Dwipamurti, I. A., Mawardi, M., & Nuralam, I. P. (2018). The Effect of Green Marketing on Brand Image and Purchase. *Jurnal Administrasi Bisnis (JAB) Vol. 6 No.3*, 57-64.

Effendi, I., Kirbrandoko, & Najib, M. (2019). Preference Analysis and Purchasing Decision of Fruit Consumers in Generation Y (Case of Modern and Traditional Retail in Bogor). *Journal of Consumers Sciences*, 61-75.

Farradia, Y., Mora, Kusumawati, I., & Widodo, W. (2021). The Influence of Green Marketing Mix on Green Purchase Intention in Using Eco-Friendly Products. *International Journal of Economic, Education and Entrepreneurship*, 277-285.

Fatimah, N. S., & Setiawardani, M. (2019). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian (Studi pada Konsumen The Body Shop Kota Bandung). *Jurnal POLBAN*, 1089-1101.

Fatmawati, & Dadi, R. (2015). Studi Literasi Pengaruh Penerapan Pembelajaran Model SAVI yang Menggunakan Metode Brainstorming terhadap Konsistensi Konsepsi dan Peningkatan Kemampuan Kognitif Siswa SMA. *Prosiding Seminar Nasional Fisika (E-Journal)*.

Fifit, F. (2018). Efek Komunikasi Massa Pada Khalayak (Studi Deskriptif Penggunaan Media Sosial dalam Membentuk Perilaku Remaja). *Cakrawala*.

Firmansyah. (2021). Influence of Product Quality, Price, and Promotion on Purchase Decision of Phillips Products. *Jurnal Ekonomi LLDikti Wilayah 1 (Juket)*, 26-36.

Ghodeswar, B., & Kumar, P. (2015). Green Marketin Mix : A Review of Literature and Direction for Future Research. *International Journal of Asian Business and Information Management*, 39-55.

Giantari, I. A., & Sukaatmadja, I. G. (2021). Effects of environmental orientation, green marketing mix and social capital on the competitive advantage of real estate developers in Bali. *Property Management*, 193-209.

Gunawan, R., Silaningsih, E., & Yuningsih, E. (2020). Increasing Competitiveness of Micro, Small and Medium Enterprises Through the Application of Green Marketing Mix to Support for Tourism Sector. Dalam *ICEBE 2020 : Proceedings of the First International Conference of Economic, Business & Entrepreneurship* (hal. 271-275). Tangerang: EAI RESEARCH MEETS INNOVATION.

Haasiani, N. (2021, Maret 25). *Data Penjualan Kosmetik Wajah: Brand Lokal Kuat Bersaing*. Dipetik September 12, 2022, dari [Compas.co.id](https://compas.co.id/):
<https://compas.co.id/article/data-penjualan-kosmetik/>

Hameed, I., Hussainy, S. K., Khan, K., & Riaz, K. (2021). Too Much Choice and Consumer Decision Making: The Moderating Role of Consumer Involvement. *Journal of Independent JISR Management and Social Sciences & Economics*.

Hermiyenti, S., & Wardi, Y. (2019). A Literature Review on the Influence of Promotion, Price and Brand Image to Purchase Decision. *Advances in Economics, Business and Management Research*, 538-545.

Hidayat, R., & Sujud, A. (2019). Pengaruh Atmosfer Toko, Lokasi dan Keragaman Produk terhadap Keputusan Pembelian Konsumen pada Planet Ban Margonda Raya, Bogor. *Jurnal Ilmu Manajemen*, 17-29.

Hosam, A.-S., & Shuhaila, H. (2018). A Review Of Brainstorming Techniques in Higher Education. *Elsevier*, 78-91.

Hossain, A., & Khan, M. H. (2018). Green Marketing Mix Effect On Consumers Buying Decisions in Bangladesh. *Marketing and Management of Inovation*, 298-306.

Isaksen, S. G., & Gaulin, J. P. (2005). A Reexamination of Brainstorming Research: Implications for Research and Practice. *Gifted Child Quarterly*.

Jain, V., & Upadhyay, N. (2022). Green Marketing and Consumer Scepticism in Emerging Economies. *Green Marketing in Emerging Economies*, 75-94.

Johan, I. R., Sarma, M., & Shafira, N. (2022). Factors Influencing Consumer Purchase Decision for Aqua Life Indonesia Products: Analysis of Eco Label Awareness, Green Marketing Mix and Brand Image. *Jurnal Manajemen & Agribisnis*, 274-287.

Johnson, R. B., & Christensen, L. (2014). *Educational Research Quantitative, Qualitative, and Mixed Approaches 5th Edition*. London: SAGE Publications.

Karim, A. (2017). Penerapan Metode Brainstorming pada Mata Pelajaran IPS Untuk Meningkatkan Hasil Belajar Kelas VIII di SMPN 4 Rumbio Jaya. *Jurnal Pendidikan Ekonomi Akuntansi FKIP UIR*.

Kartajaya, H., Kotler, P., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Keller, K. L., & Kotler, P. (2016). *Marketing Management*. London: Pearson Education.

Kemenperin. (2020, Oktober 28). *Perubahan Gaya Hidup Dorong Industri Kosmetik*. Dipetik Agustus 12, 2022, dari [Kemenperin.go.id](https://kemenperin.go.id):
<https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>

- Kusumawati, A., Mawardi, M., & Parlan, A. V. (2016). The Effect of Green Marketing Mix on Purchase Decision and Customer Satisfaction (Study on Independent Consultant of JAFRA Cosmetics Indonesia in Malang). *Jurnal Administrasi Bisnis (JAB)*, 172-178.
- M., B., Murali, Rana, S., Rana, S., & Vemula, R. (2022). Consumer Awareness And Perception Towards Green Marketing: An Empirical Study In Bangalore City. *Journal of Positive School Psychology*.
- Mamahit, L. (2015). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Produk Air Minum dalam Kemasan Ades pada Mahasiswa Universitas Slamet Riyadi Surakarta. *Jurnal Ekonomi dan Kewirausahaan*, 339-345.
- Mandey, S., Ogi, I. W., & Poluan, F. M. (2019). Strategi Marketing Mix dalam Meningkatkan Volume Penjualan (Studi pada Minuman Kesehatan Instant Alvero). *Jurnal EMBA*, 2969-2978.
- Mehraj, D., & Qureshi, I. H. (2020). Determinants of green marketing mix in developing economies : Conceptualisation and scale validation approach. *Business Strategy and Development Wiley*, 1-9.
- Mialita, Hudaidah, & Susanti, L. R. (t.thn.). Pengaruh Pendekatan Pembelajaran Brainstorming terhadap Kemampuan Berpikir Kritis Peserta Didik pada Mata Pelajaran Sejarah di Kelas X MIA di SMA Negeri 10 Palembang.
- Michelle, A., & Susilo, D. (2021). The Effect of Instagram Social Media Exposure on Purchase Decision. *ETTISAL (Journal of Communication)*, 38-50.
- Mitchell, V. W., & Papavassiliou, V. (1999). Marketing causes and implications of consumer confusion. *Journal of Product & Brand Management*, 319-339.

Muhammad, A., Alimuddi, n. M., & Ahmad, Y. M. (t.thn.). Pengaruh Bimbingan Kelompok dengan Teknik Brainstorming untuk Meningkatkan Kreativitas Siswa. *UNM E-Journal*.

Noorlitaria, G., Rahman, F., & Siburian, P. S. (2017). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Konsumen Produk Tupperware di Indonesia. *Forum Ekonomi*, 119-130.

Noviyanti, I., Sunarsi, D., & Wijoyo, H. (2021). Pengaruh Harga dan Lokasi terhadap Keputusan Pembelian pada Alfamart Cabang Cipondoh. *Journal of Economic, Management, Accounting and Teehnology (JEMATech)*, 43-54.

Parlan, A. V., Kusumawati, A., & Mawardi, M. (2016). The Effect of Green Marketing Mix on Purchase Decision and Customer Satisfaction (Study on Independent Consultant of Jafra Cosmetics Indonesia in Malang). *Jurnal Administrasi Bisnis*.

Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*.

Polonsky, M. J., & Wymer, W. (2015). The Limitations and Potentialities of Green. *Journal of Nonprofit & Public Sector Marketing*, 239-262.

Pujiharto, Santoso, S. B., Tubastuvi, N., & Widyastuti, A. N. (2020). The Effect of Marketing Mix on Purchase Decision (Studi on Minimarket Consumers with Campus Brands in the Banyumas Regency). *Jurnal Manajemen Bisnis*, 163-176.

Purnami, N. M., & Zaky, M. H. (2020). Green Marketing Mix Berpengaruh Terhadap Keputusan Pembelian Produk Big Tree Farms di Lotus Food Service. *E-Jurnal Manajemen*, 678-698.

Putri, N. W. (2019). Peran Psikologi Komunikasi dalam Mengatasi Permasalahan Peserta Didik: Studi Kasus Proses Bimbingan Konseling di SMK Kesehatan Widya Dharma Bali. *CALATHU: Jurnal Ilmu Komunikasi*, 52-67.

Rizal, K., Sari, A. V., & Syaiful, I. A. (2017). Proses Pengambilan Keputusan Pembelian di Toko Daring : Peran Faktor Psikologis Persepsi Kualitas Produk dan Tingkat Kepercayaan. *Psikohumaniora: Jurnal Penelitian Psikologi*, 194-208.

Rizqiani, N., Satrio, D., & Yunitarini, S. (2021). Application of Green Marketing Mix of Beauty Products on Sales through Purchase Decision as Intervening Variable. *Asian Management and Business Review*, 81-94.

Roesfitawati. (2017). *Export News Indonesia : Health & Beauty Industry in Indonesia*. Jakarta, Indonesia: Kementerian Perdagangan Republik Indonesia.

Rosadi, M., & Tjiptono, F. (2013). The Effect of Confusion Proneness on Word of Mouth, Trust, and Customer Satisfaction. *KINERJA*, 81-93.

Sahetapy, J. P. (2013). Diferensiasi Produk, Strategi Merek, Pengaruhnya terhadap Keputusan Pembelian Meubel UD Sinar Sakti Manado. *EMBA*, 411-420.

Salem, M. Z. (2018). Effects of Perfume Packaging on Basque Female Consumers Purchase Decision in Spain. *Emerald Insight*.

Septiano, R., & Sari, L. (2021). Determination of Consumer Value and Purchase Decisions: Analysis of Product Quality, Location, and Promotion. *Dinasti International Journal of Digital Business Management*, 482-498.

Sudirjo, F. (2021). Social Media, Consumer Motivation, And Consumer Purchase Decision For Fashion Consumers in Semarang District. *Jurnal Manajemen (Edisi Elektronik)*, 78-92.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.

Sunarsi, D., & Yusuf, A. (2020). The Effect of Promotion and Price on Purchase Decision. *Almana: Jurnal Manajemen dan Bisnis*, 272-279.

Yagolkovskiy, S. (2015). Creativity In Face-To-Face and Computer-Mediated Brainstorming. *Psychology. Journal of the Higher School of Economics.*, 184-191.

Yusuf, M. (2014). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: Kencana.

Zulfiqar, Z., & Shafaat, M. (2015). Green Marketing: Environmental Concern and Customer Satisfaction. *European Journal of Business and Management*.

Zulkarnain. (2015). Psikologi Komunikasi dan Massa. *Tasamuh*.

Zulkifli, A. (2020). *Green Marketing : Redefinisi Green Product, Green Price, Green Place, dan Green Promotion*. Yogyakarta: Graha Ilmu.