

DAFTAR PUSTAKA

- Alalei, A., & Jan, M. (2023). Factors influencing the green purchase intention among consumers: An empirical study in Algeria. *Journal of Global Business Insights*, 8(1), 49–65. <https://doi.org/10.5038/2640-6489.8.1.1181>
- Amberg, N., & Fogarassy, C. (2019). Green consumer behavior in the cosmetics market. *Resources*, 8(3). <https://doi.org/10.3390/resources8030137>
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1–14. <https://doi.org/10.55583/invest.v2i1.111>
- Ani, N. I., & Lazulva, L. (2020). Desain dan Uji Coba LKPD Interaktif dengan Pendekatan Scaffolding pada Materi Hidrolisis Garam. *Journal of Natural Science and Integration*, 3(1), 87. <https://doi.org/10.24014/jnsi.v3i1.9161>
- Aprili, A. N. (2023). STUDI EKSPLORASI MINAT BELI MOBIL LISTRIK PADA GENERASI MILENIAL DI JABODETABEK. (*Doctoral Dissertation, Universitas Negeri Jakarta*).
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>
- Arlanti, E., & Suyanto, A. M. A. (2019). Analisis kesadaran, pengetahuan, dan sikap konsumen tentang lingkungan serta pengaruhnya terhadap minat beli green product cosmetics. *Almana: Jurnal Manajemen Dan Bisnis*, 3(3), 476–487.
- Arviani, H., Mustikasari, R. P., Priambodo, S. A., & Lubna, P. N. C. (2022). #Localpride in Online Media: The Rise of Indonesia Local Brand. *Proceedings of the 3rd International Media Conference 2021 (IMC 2021)*, 672(Imc 2021), 42–50. <https://doi.org/10.2991/assehr.k.220705.004>
- Astuti, I. S., & Nugroho, E. S. (2021). Analisis Faktor-Faktor yang Mempengaruhi Minat Masyarakat dalam menggunakan Aplikasi Dompot Digital Go-Pay. *Jurnal Manajemen*, 13(1), 26–36.
- Badan Pusat Statistik Provinsi DKI Jakarta. (2022). *Jumlah Penduduk Provinsi DKI Jakarta Menurut Kelompok Umur dan Jenis Kelamin (Jiwa), 2020-2022*. <https://jakarta.bps.go.id/indicator/12/111/1/jumlah-penduduk-provinsi-dki-jakarta-menurut-kelompok-umur-dan-jenis-kelamin.html>
- Balicki, J., WSEAS (Organization), International Conference on Mathematical, C. and S. S. (2nd : 2014 : G., & International Conference on Finite Differences, F. E. (2022). *Advances in applied and pure mathematics : Proceedings of the 2nd International Conference on Mathematical, Computational and Statistical Sciences (MCSS '14) ; Proceedings of the 7th International Conference on Finite Differences, Finite Elements, Finite . 460*.
- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors

- affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of Food Products Marketing*, 25(1), 26–48.
- Bilal, M., Mehmood, S., & Iqbal, H. M. N. (2020). The beast of beauty: Environmental and health concerns of toxic components in cosmetics. *Cosmetics*, 7(1), 1–18. <https://doi.org/10.3390/cosmetics7010013>
- Boon, L. K., Fern, Y. S., & Chee, L. H. (2020). Generation Y's purchase intention towards natural skincare products: A PLS-SEM analysis. *Global Business and Management Research*, 12(1), 61–77.
- Bougie, R., & Sekaran, U. (2019). Research methods for business: A skill building approach. *John Wiley & Sons*.
- Briscoe, M. D., Givens, J. E., Hazboun, S. O., & Krannich, R. S. (2019). At home, in public, and in between: gender differences in public, private and transportation pro-environmental behaviors in the US Intermountain West. *Environmental Sociology*, 5(4), 374–392. <https://doi.org/10.1080/23251042.2019.1628333>
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17(11), 1–17. <https://doi.org/10.3390/ijerph17114089>
- Chhetri, S., Fernandes, S., & Baby, S. (2021). VALIDATING PURCHASE INTENTIONS FOR GREEN COSMETIC PRODUCTS: APPLYING AND EXTENDING THEORY OF PLANNED BEHAVIOR. *IT in Industry*, 9(1), 2021.
- Deccasari, D. D., Mawar, D., & Marli, M. (2022). Pengaruh Brand Image Dan Product Knowledge Terhadap Purchase Intention Dengan Green Price Sebagai Moderating Variabel Pada Produk the Body Shop. *Dinamika Ekonomi: Jurnal Ekonomi Dan Bisnis*, 15(1), 69–88.
- Dewi, K. A. S. K., Jajang, J., & Tripena Br. Sb., A. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Penyelesaian Tugas Akhir Mahasiswa Jurusan Matematika Angkatan 2015-2017 Universitas Jenderal Soedirman. *Jurnal Ilmiah Matematika Dan Pendidikan Matematika*, 14(2), 161. <https://doi.org/10.20884/1.jmp.2022.14.2.6908>
- Elistia, E., Nurma, A., Bisnis, M., Ekonomi, F., & Bisnis, D. (2023). *Theory Planned Behavior Dalam Minat Beli Produk Kosmetik Organik pada Generasi Y di Jakarta Theory of Planned Behavior in Product Purchase Intention Organic Cosmetics for Generation Y in Jakarta* (Vol. 1, Issue 1).
- Environmental Performance Index. (2022). *Pelestarian Lingkungan Indonesia Tergolong Buruk di Asia Pasifik*. <https://databoks.katadata.co.id/datapublish/2022/07/25/pelestarian-lingkungan-indonesia-tergolong-buruk-di-asia-pasifik>
- Fajriani, M. N., & Silvianita, A. (2019). Jurnal ADHUM Vol. IX No. 1, Januari 2019 23. Analisis Faktor-Faktor Yang Mendorong Kinerja Karyawan Pt Antam Tbk, IX(1), 23–30. <https://jurnal.ummi.ac.id/index.php/JAD/article/view/702>

- Fakultas Ekonomi Universitas Negeri Jakarta (2023). Pedoman Skripsi Riset Sarjana Terapan FE UNJ. <https://fe.unj.ac.id/wp-content/uploads/2023/07/Pedoman-Skripsi-Riset-Sarjana-Terapan-FE-UNJ-Tahun-2023.pdf>. Diakses pada 1 Maret 2023.
- Fast-Moving Consumer Goods. (2024). *Perawatan dan Kecantikan, Kategori FMCG Terlaris di E-commerce RI 2023*. <https://databoks.katadata.co.id/datapublish/2024/01/11/perawatan-dan-kecantikan-kategori-fmcg-terlaris-di-e-commerce-ri-2023>
- Ferdinand, M., & Ciptono, W. S. (2022). Indonesia's Cosmetics Industry Attractiveness, Competitiveness and Critical Success Factor Analysis. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(2), 209–223. <https://doi.org/10.20473/jmtt.v15i2.37451>
- Fitriani, R., Astalini, A., & Kurniawan, D. A. (2022). STUDI EKPLORATIF: PENGEMBANGAN E-MODUL FISIKA MATEMATIKA 1 PADA MATERI DIFERENSIAL PARSIAL BERBASIS FLIP PDF PROFESIONAL. *AL ULUM: JURNAL SAINS DAN TEKNOLOGI*, 7(1).
- Gen 987 FM. (2024). *Kok Bisa Jaksel Dianggap sebagai Tempat Nongkrongnya Anak Gaul Jakarta?* <https://gen987fm.com/read/582/kok-bisa-jaksel-dianggap-sebagai-tempat-nongkrongnya-anak-gaul-jakarta>
- Geotimes. (2023). *Mahasiswa dan Filsafat: Antara Berpikir Kritis dan Krisis Berpikir*. <https://geotimes.id/opini/mahasiswa-dan-filsafat-antara-berpikir-kritis-dan-krisis-berpikir/>
- Harsono, R. A., Ariyanto, H. H., & Peranginangin, P. (2023). Pengaruh Isu-isu Lingkungan dan Merek dalam Kerangka Theory Planned Behavior terhadap Minat Beli Produk Ramah Lingkungan. *Wahana: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 26(1), 155–174. <https://doi.org/10.35591/wahana.v26i1.818>
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76–89.
- Hidayah, N. A., Utami, M. C., & Fajrisani, N. (2020). *Measurement of Public Service Applications Quality Using the Electronic Government Quality (E-GovQual) Framework*. 408(November 2018), 106–109. <https://doi.org/10.2991/assehr.k.200220.019>
- Holdsworth, S., Sandri, O., Thomas, I., Wong, P., Chester, A., & McLaughlin, P. (2019). The assessment of graduate sustainability attributes in the workplace: Potential advantages of using the theory of planned behaviour (TPB). *Journal of Cleaner Production*, 238, 117929.
- Indonesiabaik.id. (2018). *Pengguna Media Sosial di Indonesia #19*.
- Jordy, A., Yulianti, M. A., Chloe, N., Romy, R., & Hasibuan, S. S. (2023). The Effects of Korean Celebrities on Millennial & Gen Z Purchase Intention In Indonesia's Beauty Industry. *Indonesian Business Review*, 6(2), 115. <https://doi.org/10.21632/ibr.6.2.115-124>
- Kairupan, D. J. I., & Raharusun, N. A. (2022). Analisis Faktor Yang Mempengaruhi Minat Beli Produk Korean Skincare Pada Kalangan Mahasiswa Di Daerah Istimewa Yogyakarta. *Management and Accounting Expose*, 5(1), 93–105.

- <https://doi.org/10.36441/mae.v5i1.693>
- Katadata.co.id. (2022). *Survei: Banyak Anak Muda Semakin Peduli Terhadap Lingkungan*. <https://databoks.katadata.co.id/datapublish/2022/09/16/survei-banyak-anak-muda-semakin-peduli-terhadap-lingkungan>
- Katadata Insight Center. (2021a). *6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat*. <https://databoks.katadata.co.id/datapublish/2021/08/24/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Katadata Insight Center. (2021b). *KIC: Dampak Lingkungan Mulai Jadi Faktor Konsumen Membeli Produk Baru*. <https://databoks.katadata.co.id/datapublish/2021/08/24/kic-dampak-lingkungan-mulai-jadi-faktor-konsumen-membeli-produk-baru>
- Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Kusumastuti Hendrawan, A., Hendrawan, A., Al Gozali, U., & Maritim Nusantara Cilacap, A. (2020). *Gambaran Tingkat Pengetahuan Nelayan tentang Kesehatan dan Keselamatan Kerja* (Vol. 5, Issue 1).
- Liu, M. T., Liu, Y., & Mo, Z. (2020). Moral norm is the key: An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1823–1841. <https://doi.org/10.1108/APJML-05-2019-0285>
- Mulyarahardja, R., Adhitya, A. G., Budiharga, J. W. M., Ciptadi, & Samuel, Y. P. (2023). Determinants of purchase intention of halal cosmetic products among muslim females: evidence from Indonesia. *Journal of Halal Product and Research*, 6(1), 55–68. <https://doi.org/10.20473/jhpr.vol.6-issue.1.55-68>
- Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, 185(October), 122067. <https://doi.org/10.1016/j.techfore.2022.122067>
- Nguyen, T. K. C., Nguyen, D. M., Trinh, V. T., Tran, T. P. D., & Cao, T. P. (2020). Factors affecting intention to purchase green products in Vietnam. *Journal of Asian Finance, Economics and Business*, 7(4), 205–211. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO4.205>
- Patnaik, A., Tripathy, S., & Dash, A. (2021). Identifying the features influencing sustainable products: A study on green cosmetics. *In Advances in Mechanical Processing and Design: Select Proceedings of ICAMPD 2019*, 631–640.
- PopMama. (2020). *5 Merek Kosmetik Natural yang Usung Konsep Ramah Lingkungan*. <https://www.popmama.com/life/fashion-and-beauty/grace/kosmetik-ramah-lingkungan>
- Pramesti, N. D. (2020). *Pengaruh Persepsi Nilai Hijau, Persepsi Resiko Hijau Dan Kepercayaan Hijau Terhadap Niat Pembelian Hijau Pada Konsumen Muda The Body Shop Di Yogyakarta*. July, 1–23.
- Putra, A. H. P. M. (2019). Pengaruh Percieved Quality, Harga Dan Lifestyle Terhadap Minat Beli Produk Oldman. *Co. Jurnal Mitra Manajemen*, 3(11),

1038–1054.

- Rifai, N. A., Fourqoniah, F., & Dwivayani, K. D. (2022). *MOTIF REMAJA DALAM MENGGUNAKAN APLIKASI NETFLIX DI KOTA SAMARINDA (Anggota Komunitas Samarinda Movie Mania)* (Vol. 10, Issue 3). Online.
- Rocha, P. M. P. D. (2021). Sustainable Packaging: Factors Influencing Consumers Purchase Intention. (*Master's Thesis*).
- Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing eco-sustainable products: Interrelationship between environmental knowledge, environmental concern, green attitude, and perceived behavior. *Sustainability (Switzerland)*, *13*(9). <https://doi.org/10.3390/su13094601>
- Sadat, A. M., & Lin, M. L. (2020). Examining the student entrepreneurship intention using TPB approach with gender as moderation variable. *International Journal of Innovation, Creativity and Change*, *13*(6), 193–207.
- Salim, L., & Rismawati, C. (2020). GENERATION Z PURCHASE INTENTION ON ENVIRONMENTAL AND GREEN COSMETIC PRODUCT. *Jurnal Riset Jakarta*, *13*(2). <https://doi.org/10.37439/jurnaldrd.v13i2.34>
- Shimul, A. S., Cheah, I., & Khan, B. B. (2022). Investigating Female Shoppers' Attitude and Purchase Intention toward Green Cosmetics in South Africa. *Journal of Global Marketing*, *35*(1), 37–56. <https://doi.org/10.1080/08911762.2021.1934770>
- Shrestha, N. (2021). Factor Analysis as a Tool for Survey Analysis. *American Journal of Applied Mathematics and Statistics*, *9*(1), 4–11. <https://doi.org/10.12691/ajams-9-1-2>
- Shukla, S. (2019). A Study on Millennial Purchase Intention of Green Products in India: Applying Extended Theory of Planned Behavior Model. *Journal of Asia-Pacific Business*, *20*(4), 322–350. <https://doi.org/10.1080/10599231.2019.1684171>
- Styawati, A. L., Roni, M., Bina, U., & Palembang, D. (2023). The Influence of Brand Image and Digital Marketing on Cosmetic Product Purchasing Decisions Pengaruh Brand Image dan Digital Marketing Terhadap Keputusan Pembelian Produk Kosmetikid 2 *Corresponding Author. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 5). <http://journal.yrpiiku.com/index.php/msej>
- Su, C. H., Tsai, C. H., Chen, M. H., & Lv, W. Q. (2019). U.S. sustainable food market generation Z consumer segments. *Sustainability (Switzerland)*, *11*(13), 1–14. <https://doi.org/10.3390/su11133607>
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, *32*(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Syahputro, E. N. (2020). Melejitkan pemasaran UMKM melalui media sosial. *Caremedia Communication*.
- Syauki, W. R., & Amalia Avina, D. A. (2020). Millennial women's perceptions and preferences for using skincare in a marketing communications perspective (Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran). *Jurnal Manajemen Komunikasi*, *4*(2), 42.

- Tatamba, I. S., & Rantung, R. C. (2021). *Analysis of Online Purchase Intention Factors on Social Media Instagram (Case Study on Fashion Product)*.
- Tinggi, S., Trisakti, I. E., & Kyai, J. (2023). *FAKTOR-FAKTOR YANG MEMPENGARUHI PURCHASE INTENTION PEBANJI NUNO SUTRISNO**. 3(2), 213–232. <http://jurnaltsm.id/index.php/EJMTSM>
- Tuan, P. Van, Thao, N. T. P., Linh, L. T. T., Le, T. T., & Linh, N. T. (2022). Factors Influencing Purchasing Intention Toward Electric Vehicle in Vietnam. *Journal of Social Commerce*, 2(2), 82–99. <https://doi.org/10.56209/jommerce.v2i2.30>
- Universitas PGRI Madiun. (2024). *Mengenal Rumus Slovin Dan Contoh Soalnya*. <https://ikippgri-madiun.ac.id/berita/detail/mengenal-rumus-slovin-dan-contoh-soalnya>
- Vannia, D., Sadat, A. M., & Sari, D. A. P. (2022). Pengaruh Green marketing, Environmental concern, dan Attitude toward behavior terhadap Purchase intention: Studi Pada Laki-laki Pengguna Skincare Lokal di DKI Jakarta. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3(3), 852-863.
- Vilaningrum, M. A. D. (2024). NIAT BELI PRODUK HIJAU DAN FAKTOR-FAKTOR YANG MEMPENGARUHINYA DI INDONESIA. *Modus*, 36(1), 94–113.
- Wahyuningtias, L., & Artanti, Y. (2020). Pengaruh Green Brand Positioning Dan Green Brand Knowledge Terhadap Green Purchase Intention Melalui Sikap Pada Green Brand Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 320. <https://doi.org/10.24912/jmieb.v4i2.8205>
- Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, 11(4), 1193. <https://doi.org/10.3390/su11041193>
- Wiesa, I. P. G. D., & Suprapti, N. W. S. (2019). Intention to Buy Green Cosmetics Products: Application of the Theory of Planned Behavior. *The International Journal of Business & Management*, 7(11). <https://doi.org/10.24940/theijbm/2019/v7/i11/bm1910-068>
- Yuliasari, V., Kusdiby, L., & Alty Amalia, F. (2022). *Prosiding The 13th Industrial Research Workshop and National Seminar Bandung*.
- ZAP Beauty Index. (2023). *ZAP Beauty Index 2023*. https://zapclinic.com/files/ZAP_Beauty_Index_2023.pdf
- Zhang, L., Fan, Y., Zhang, W., & Zhang, S. (2019). Extending the theory of planned behavior to explain the effects of cognitive factors across different kinds of green products. *Sustainability (Switzerland)*, 11(15), 1–17. <https://doi.org/10.3390/su11154222>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.
- Zulkhi, M. D., & Jannah, M. (2022). Perbandingan Permainan Modern dan Permainan Tradisional Terhadap Muatan Pembelajaran IPS di Sekolah Dasar. *Journal of Basic Education Research*, 2(2), 42–46. <https://doi.org/10.37251/jber.v2i2.196>