

REFERENSI

- Aditi Mishal, R. D. (2017). Dynamics of environmental consciousness and green purchase behaviour: an empirical study. *International Journal of Climate Change Strategies and Management*, 9(5), 682-706.
- Arpita Khare, & Pandey, S. (2017). Role of green self-identity and peer influence in fostering trust towards organic food retailers. *International Journal of Retail & Distribution Management*, 45(11).
- Hilal, M. (2018). Impact of social media marketing on purchase intention: Creation of brand equity for Sri Lankan brands. *Journal of Management Matters*, 5(1), 47-57.
- Instagram dan Konten Desain yang Menarik*. (2020, January 10). Retrieved from Digipreneur: <https://digipreneur.site/instagram-dan-konten-desain-yang-menarik/>
- Investor Daily. (2018, Maret 20). *Artikel: Kementerian Perindustrian*. Retrieved from Kementerian Perindustrian Republik Indonesia: <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-2018>
- Islamiyati, N. *12 Tips menciptakan postingan instagram yang menarik dan viral 2019*. Retrieved from Jagoan Hosting: <https://www.jagoanhosting.com/blog/menciptakan-postingan-instagram-yang-menarik-dan-viral-ini-dia-tipsnya/>
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1).
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96.
- Litbang Kemendagri. (2018, April 24). *Riset: Kesadaran Masyarakat Indonesia akan Kebersihan Masih Rendah*. Retrieved from Litbang Kemendagri: <https://litbang.kemendagri.go.id/website/riset-kesadaran-masyarakat-indonesia-akan-kebersihan-masih-rendah/>

- Park, E.-J. S.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Rahman, M. Y. (2018). The influence of social media marketing activities on customer loyalty: a study of ecommerce industry. *Benchmarking: An International Journal*.
- Research and Markets. (2017, November). *Report: Research and Markets*. Retrieved from Research and Markets The World's Largest Market Research Store: <https://www.researchandmarkets.com/reports/4427734/global-organic-soap-market-by-product-type-bar>
- Statista. (2020). *Beauty & Personal Care Outlook in Indonesia 2020*. Retrieved from Statista: <https://www.statista.com/outlook/70000000/120/beauty-personal-care/indonesia#market-globalRevenue>
- Statista. (2020). *Personal Care Outlook in Indonesia 2020*. Retrieved from Statista: <https://www.statista.com/outlook/70070000/120/personal-care/indonesia>
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. (2019). *Statistika untuk penelitian*. Bandung: CV. Alfabeta.
- Suki, N. M. (2016). 2016. *Green product purchase intention: impact of green brands, attitude, and knowledge*.
- Suparno, C. (2017). Pengaruh self-identity, sikap individu dan norma subyektif terhadap niat untuk membeli produk hijab fashion. *Media Ekonomi dan Manajemen*, 32(2).
- Tracie (Tsun-Yin) Tung *, H. F.-L. (2017). Effects of green self-identity and cognitive and affective involvement on patronage intention in eco-friendly apparel consumption: A gender comparison. *Sustainability*, 9(11), 1977.
- Wilson Kong, A. H. (2014). The influence of consumers' perception of green products on green purchase intention. *International Journal of Asian Social Science*, 4(8), 924-939.
- Yoyok. (2019, Agustus 19). *News: Investasi*. Retrieved from Investasi: <https://investasi.kontan.co.id/news/bei-targetkan-semester-i-2020-green-index-dapat-diluncurkan?page=all>

