

Daftar Pustaka

- Abdul, Maulana, and Malik Ibrahim. 2017. "PENGARUH CITRA MEREK TERHADAP LOYALITAS KONSUMEN DREEZEL COFFEE BANDUNG."
- Abdullah, Alhaddad. 2015. "A Structural Model of The Relationships between Citra Merek, Brand Trust and Brand Loyalty." *International Journal of Management Research & Review* 5(3):137–45.
- Alkhalaf, Abdelbaset M. 2017. "The Effect of Brand Awareness on Brand Loyalty : Mediating Role of Brand Commitment." 9(36):38–47.
- Bayunitri, Bunga Indah. 2014. "THE INFLUENCE OF PACKAGING DESIGN TOWARD CITRA MEREK AND." *Repository Widyatama University*.
- Chen, Yu Shan, Shu Tzu Hung, Ting Yu Wang, A. Fen Huang, and Yen Wen Liao. 2017. "The Influence of Excessive Product Packaging on Green Brand Attachment: The Mediation Roles of Green Brand Attitude and Green Citra Merek." *Sustainability (Switzerland)* 9(4).
- Cossío-Silva, Francisco José, María Ángeles Revilla-Camacho, Manuela Vega-Vázquez, and Beatriz Palacios-Florencio. 2016. "Value Co-Creation and Loyalitas Pelanggan." *Journal of Business Research* 69(5):1621–25.
- Dwi Wahyuni, Chusnul Rofiah. 2017. "Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang." *Eksis: Jurnal Riset Ekonomi Dan Bisnis* 12(1):69–82.
- Foot, Peter J., Darwin G. Stuart, and Rebecca Elmore-Yalch. 2001. "Exploring Loyalitas Pelanggan as a Transit Performance Measure." *Transportation Research Record* 1997(1753):93–101.
- Gedalia, Catherina Clara. 2015. "Pengaruh Kualitas Layanan Dan Citra Merek Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Monopole Coffee Lab Surabaya)." *Jurnal Strategi Pemasaran* 3(1):1–10.
- Ha, Hong Youl, Joby John, Swinder Janda, and Siva Muthaly. 2011. "The Effects of Advertising Spending on Brand Loyalty in Services." *European Journal*

- of Marketing* 45(4):673–91.
- Hair, Joseph, William Black, Barry Babin, and Rolph Anderson. 2010. *Multivariate Data Analysis: A Global Perspective*.
- Hameed, Farhina. 2013. “The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets.” *Asian Journal of Business Management* 5(1):181–92.
- Jerzyk, Ewa. 2016. “Design and Communication of Ecological Content on Sustainable Packaging in Young Consumers’ Opinions.” *Journal of Food Products Marketing* 22(6):707–16.
- Kaur, G., and N. Mahajan. 2011. “Exploring the Impact of Brand Equity and Customer Satisfaction on Loyalitas Pelanggan.” *Metamorphosis: A Journal of Management Research* 10(2):27–47.
- Kim, Yeo Jung, and Hye Jin Yoon. 2017. “Predicting Pengiklanan Hijau Attitude and Behavioral Intention in South Korea.” *Social Behavior and Personality* 45(8):1345–64.
- Lenka, Usha, Damodar Suar, and Pratap K. J. Mohapatra. 2009. “Service Quality, Customer Satisfaction, and Loyalitas Pelanggan in Indian Commercial Banks.” *Journal of Entrepreneurship* 18(1):47–64.
- Leung, Shing On. 2011. “A Comparison of Psychometric Properties and Normality in 4-, 5-, 6-, and 11-Point Likert Scales.” *Journal of Social Service Research* 37(4):412–21.
- Lourensius, Nerys, L. T. Stie Isti, Ekatana Upaweda, Radito Stie, Isti Ekatana, and Upaweda Yogyakarta. 2019. “Analisis Pengaruh Merek, Kemasan, Garansi Dan Pelayanan Terhadap Loyalitas Konsumen Air Mineral Dalam Kemasan Aqua.” *Jurnal Bisnis, Manajemen, Dan Akuntansi* 6(2):45–59.
- Mohd Suki, Norazah. 2017. “Green Products Usage: Structural Relationships on Customer Satisfaction and Loyalty.” *International Journal of Sustainable Development and World Ecology* 24(1):88–95.
- Muqorrobin, Mokhammad, Eko Agus Alfianto, and Muhammad Sulhan. 2017. “Pengaruh Green Product Dan Pengiklanan Hijau Terhadap Citra Merek Dan

- Keputusan Pembelian Air Minum Dalam Kemasan Merek Aqua.” *Jurnal Sketsa Bisnis* 4(2):61–75.
- Nagar, Komal. 2015. “Modeling the Effects of Pengiklanan Hijau on Citra Merek: Investigating the Moderating Effects of Product Involvement Using Structural Equation.” *Journal of Global Marketing* 28(3–5):152–71.
- Ngobo, Paul Valentin. 2017. “The Trajectory of Loyalitas Pelanggan: An Empirical Test of Dick and Basu’s Loyalty Framework.” *Journal of the Academy of Marketing Science* 45(2):229–50.
- Nyilasy, Gergely, Harsha Gangadharbatla, and Angela Paladino. 2014. “Perceived Greenwashing: The Interactive Effects of Pengiklanan Hijau and Corporate Environmental Performance on Consumer Reactions.” *Journal of Business Ethics* 125(4):693–707.
- Ogba, Ike-Elechi, and Zhenzhen Tan. 2009. “Exploring the Impact of Citra Merek on Loyalitas Pelanggan and Commitment in China.” *Journal of Technology Management in China* 4(2):132–44.
- Pahlevi, Mohamad Reza, and Dwi Suhartanto. 2020. “The Integrated Model of Green Loyalty: Evidence from Eco-Friendly Plastic Products.” *Journal of Cleaner Production* 257:120844.
- Pawitaningtyas, M. 2015. “PENGARUH PENGIKLANAN HIJAU TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Survei Pada Pengunjung Perpustakaan Umum Dan Arsip Kota Malang Konsumen Air Mineral Kemasan Botol Aqua).” *Jurnal Administrasi Bisnis SI Universitas Brawijaya* 25(1):86111.
- Permana, Slamet, Magyar, and Jony Oktavian Haryanto. 2014. “Country of Origin, Citra Merek.” *Jurnal Manajemen XVIII*(03):365–80.
- Polignano, Marcus Vinicius. 2019. “濟無No Title No Title.” *Journal of Chemical Information and Modeling* 53(9):1689–99.
- Products, Low Involvement. 2020. “The Impact of Sustainable Advertising and Its Relationship to Consumer Brand Loyalty.” (May).
- Purbohastuti, Arum Wahyuni. 2017. “Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Handphone Samsung Pada Mahasiswa D3

- Marketing.” *Tirtayasa Ekonomika* 12(1):53.
- Purnama, Hayuning. 2019. “The Effect of Kemasan ramah lingkungan and Pengiklanan Hijau on Citra Merek and Purchase Decision of Teh Kotak Product.” 308(*Insyma*):132–35.
- Ridwan, Muhamad, Achmad Fauzi D, H, and Aniesa Samira Bafadhal. 2018. “Terhadap Keputusan Pembelian (Survei Pada Mahasiswa Jurusan Ilmu Administrasi Bisnis Angkatan 2013 / 2014 Dan 2014 / 2015 Fakultas Ilmu Administrasi Universitas Brawijaya Konsumen Air Minum Kemasan Merek ADES).” *Jurnal Administrasi Bisnis* 55(1):80–90.
- Roohi, Omid. 2012. “I Nterdisciplinary J Ournal O F C Ontemporary R Esearch I N B Usiness Pengiklanan Hijau , a New Approach To Generate Wealth.” 223–29.
- Roy, Dilip, and Saikat Banerjee. 2008. “Care-Ing Strategy for Integration of Brand Identity with Citra Merek.” *International Journal of Commerce and Management* 17(1–2):140–48.
- Santoso, Imam, and Rengganis Fitriani. 2016. “Kemasan ramah lingkungan, Green Product, Pengiklanan Hijau, Persepsi, Dan Minat Beli Konsumen.” *Jurnal Ilmu Keluarga Dan Konsumen* 9(2):147–58.
- Sarwono, Jonathan. 2013. “Pengertian Dasar Structural Equation Modeling (SEM).” *Journal of Chemical Information and Modeling* 53(9):1689–99.
- Sekaran, U., and Roger Bougie. 2009. “Research Methods for Business: A Skill Building Approach (5th Edition).” *International Journal of Information Technology and Management - IJITM*.
- Sugiama, A. Gima, and Emmanuel Febiano Sigit Bayu Pambudy. 2017. “Pengaruh Kemasan, Kewajaran Harga Dan Brand Awareness Terhadap Brand Loyalty (Studi Kasus Pada Wisatawan Nusantara Di Kartika Sari Bandung).” *Jurnal Manajemen Maranatha* 17(1):1.
- Sugiyono. 2017. “Prof. Dr. Sugiyono, Metode Penelitian Kuantitatif Kualitatif Dan R&d. Intro (PDFDrive.Com).Pdf.”
- Torres, A. (NUIG). 2014. *Marketing Intelligence & Planning Article Information* : Vol. 32.

- Yarimoglu, Emel. 2011. "Customer Service Effects on Customer Satisfaction and Loyalitas Pelanggan: A Field Research in Shopping Centers in Izmir City - Turkey." *International Journal of Business and Social Science* 2.
- Yoon, Donghwan, Youn Kyung Kim, and Rachel J. C. Fu. 2020. "How Can Hotels' Pengiklanan Hijau Be Persuasive to Consumers? An Information Processing Perspective." *Journal of Hospitality and Tourism Management* 45(May):511–19.
- Zhang, Guirong, and Zongjian Zhao. 2012. "Kemasan ramah lingkungan Management of Logistics Enterprises." *Physics Procedia* 24:900–905.
- Zhang, Yi. 2015. "The Impact of Citra Merek on Consumer Behavior: A Literature Review." *Open Journal of Business and Management* 03(01):58–62.