

REFERENCES

- Abdullah, T., & Tantri, F. (2012). Manajemen pemasaran.
- Ahmad, S. N. B., & Omar, A. (2018). Influence of perceived value and personal values on consumers' repurchase intention of natural beauty products. *International Journal of Supply Chain Management*, 7(2), 116-125
- Ahmad, S. N. B., Omar, A. B., & Rose, R. B. (2015). Influence of personal values on generation Z's purchase intention for natural beauty products. *Advance in Global Business Research*, 12(1), 436-446.
- Ahmad, S., Wasim, S., Irfan, S., Gogoi, S., Srivastava, A., & Farheen, Z. (2019). Qualitative v/s. quantitative research-A summarized review. *population*, 1(2).
- Al-Emran, M., Mezhuyev, V., & Kamaludin, A. (2019). PLS-SEM in information systems research: a comprehensive methodological reference. In *Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2018* 4 (pp. 644-653). Springer International Publishing.
- Alford, B. L., & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. *Journal of Business research*, 55(9), 775-783.
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors influencing perceived quality and repurchase intention towards green products. *Procedia Economics and Finance*, 37, 391-396.
- Asteria, C. F., & Hati, S. R. H. (2023, August). THE INFLUENCE OF PERCEIVED VALUE, HEALTH CONSCIOUSNESS AND ENVIRONMENTAL AWARENESS TOWARD REPURCHASE INTENTION IN GREEN COSMETICS. In Proceeding of International Conference on Innovations in Social Sciences Education and Engineering (Vol. 3, pp. 090-090).
- Babin, B. J., & Harris, E. G. (2023). *CB Consumer Behaviour*. Cengage Canada.
- Bahraini, A. (2020) *Program Daur Ulang Kemasan Berlabel Brand: Bring Back Our Bottles by The Body Shop*. [Program Daur Ulang Kemasan Berlabel Brand: Bring Back Our Bottles by The Body Shop® - Waste4Change](#)
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). Relationship between brand image and store image as drivers of repurchase intention in apparel stores. *Gurukul Business Review*, 17(1), 63-73.
- Brondoni, S. M., Bosetti, L., & Civera, C. (2019). Ouverture de 'CSR and multi-stakeholder management'. *Sympoyna. Emerging Issues in Management*, (1), 1-15.

- Byrne. (2003). Psikologi Sosial (10th ed.). Jakarta: Erlangga.
- Chahal, H., & Sharma, R. D. (2006). Implications of corporate social responsibility on marketing performance: A conceptual framework. *Journal of Services Research*, 6(1), 205.
- Chamorro, A., & Bañegil, T. M. (2006). Green marketing philosophy: a study of Spanish firms with ecolabels. *Corporate Social Responsibility and Environmental Management*, 13(1), 11-24.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management science and engineering*, 4(2), 27.
- Chuah, S. H. W., Sujanto, R. Y., Sulistiawan, J., & Aw, E. C. X. (2022). What is holding customers back? Assessing the moderating roles of personal and social norms on CSR'S routes to Airbnb repurchase intention in the COVID-19 era. *Journal of Hospitality and Tourism Management*, 50, 67-82.
- Coddington, W. (1993). Environmental Marketing: Positive Strategies for Reaching the Green Consumer. New York: McGraw-Hill Inc.
- Dunlap, R. E., & Van Liere, K. D. (1978). The "new environmental paradigm". *The journal of environmental education*, 9(4), 10-19.
- Esiti, B. G. (2020). Personal values and purchase intention of organic care products among female Nigerians. *International Journal of Recent Scientific Research*, 11, 39345.
- Fernando, Jason. "Corporate social responsibility (CSR)." *Investopedia*. Retrieved 25 (2021).
- Fontaine, M. (2013). Corporate social responsibility and sustainability: the new bottom line?. *International Journal of Business and Social Science*, 4(4).
- Foster, B. (2016). Impact of brand image on purchasing decision on mineral water product "Amidis"(Case study on bintang trading company). *American Research Journal of Humanities and Social Sciences*, 2(1), 1-11.
- Fuentes, A. J. (2010). *A study on attachment, emotional intelligence, and body image* (Doctoral dissertation, California State University, Sacramento).
- Gbodo, L. (2020). Corporate social responsibility and customer loyalty: The mediating role of service quality and customer satisfaction (Doctoral dissertation, University of Cape Coast).
- Ha, N. M., Thang, T. K. V., Tam, H. L., Dang, T. H., & Hoa, N. T. M. (2023). Mediating role of corporate reputation in the relationship between corporate social responsibility and repurchase intention: A case study of McDonald's fast food restaurant chain. *HO CHI MINH CITY OPEN*

UNIVERSITY JOURNAL OF SCIENCE-ECONOMICS AND BUSINESS ADMINISTRATION, 13(2), 19-38.

- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis, 1*(2), 107-123.
- Hair Jr, J., Page, M., & Brunsved, N. (2019). *Essentials of business research methods*. Routledge.
- Handayani, W., & Prayogo, R. A. (2017). Green consumerism: an eco-friendly behaviour form through the green product consumption and green marketing. *Sinergi: Jurnal Ilmiah Ilmu Manajemen, 7* (2), 25-29.
- Hanjani, G. A., & Widodo, A. (2019). Consumer purchase intention. *Jurnal Sekretaris dan Administrasi Bisnis, 3*(1), 39-50.
- Hediger, W. (2010). Welfare and capital-theoretic foundations of corporate social responsibility and corporate sustainability. *The Journal of Socio-Economics, 39*(4), 518-526.
- Hengestu, N., & Iskandar, D. A. (2017). Pengaruh Citra Merek Dan Harga Terhadap Loyalitas Pelanggan Air Minum Dalam Kemasan. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 2*(3), 363-372.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science, 43*, 115-135.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science, 43*, 115-135.
- Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of business research, 59*(5), 638-642.
- <https://www.thebodyshop.co.id/>
- Hutomo, S.(2022) Women's Empowerment Principles: *Leaders in Action*
<https://www.weps.org/sites/default/files/2022-05/FIN-LeadersInAction-SuzyHutomo%20REV050922.pdf>
- John, A., Ahmad, N., Shahzadi, G., Qadeer, F., & Khalid, A. (2022). Corporate social responsibility and repurchase intentions: The parallel mediation of consumer satisfaction and consumer trust. *Pakistan Journal of Commerce and Social Sciences (PJCSS), 16*(4), 604-621.
- Kapogianni, M. (2015). Attitudes and intention toward organic cosmetics in Greece: an exploratory study.

- Kewakuma, A. S. V., Rofiaty, R., & Ratnawati, K. (2021). The effect of green marketing strategy on customer loyalty mediated by brand image. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 12(1), 1-11.
- Khan, R., & Siddiqui, D. A. (2020). The Effect Consumers' Consciousness, Social and Personality Factors on Purchase Intention for Organic Cosmetic in Pakistan. *Social and Personality Factors on Purchase Intention for Organic Cosmetic in Pakistan* (December 29, 2020)..
- Khojastehpour, M., & Johns, R. (2014). The effect of environmental CSR issues on corporate/brand reputation and corporate profitability. *European Business Review*, 26, 330–339.
- Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of consumer Marketing*, 28(1), 40-47.
- Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of consumer Marketing*, 28(1), 40-47.
- Kkeli, N., & Argyrides, M. (2013). Appearance Schemas Inventory Revised: Psychometric properties of the Greek version in a female sample
- Lee, H.C., Eze, C.U. and Ndubisi, O.N. (2011), “Analyzing key determinants of online repurchase intentions”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 23 No. 2, pp. 200-221.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161-178.
- Lee, J. H., & Yun, M. Y. (2022). The Influence of Appearance Awareness on Makeup Behavior and Cosmetics Purchase Behavior in Young Women in their 20s. *Journal of the Korean Society of Cosmetology*, 28(4), 698-709.
- Lee, J. H., & Yun, M. Y. (2022). The Influence of Appearance Awareness on Makeup Behavior and Cosmetics Purchase Behavior in Young Women in their 20s. *Journal of the Korean Society of Cosmetology*, 28(4), 698-709.
- Lozada, H. R. (2000). Ecological Sustainability and Marketing Strategy: Review and Implication. Seton Hall University.
- MacInnis, D. J., & Folkes, V. S. (2010). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. *Journal of consumer research*, 36(6), 899-914.
- Marcoux, D. (2000). Appearance, cosmetics, and body art in adolescents. *Dermatologic clinics*, 18(4), 667-673.
- Margaretha, L., & Toni, A. (2020). Csr Program Bring Back Our Bottle the Body Shop Sebagai Aktivitas Sosial Marketing Public Relations. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran dan Penelitian*, 6(2), 485-494.

- Martínez, P., Pérez, A., & Del Bosque, I. R. (2014). CSR influence on hotel brand image and loyalty. *Academia Revista Latinoamericana de Administración*, 27(2), 267-283.
- Matten, D., & Moon, J. (2020). Reflections on the 2018 Decade Award: The Meaning and Dynamics of Corporate Social Responsibility. *Academy of Management Review*, 45(1), 7- 28.
- Moningka, C., & June, S. Pro-Environmental Behavior among Body Shop Employees in Indonesia.
- Mudzakkir, M., & Nurfarida, I. (2015). The influence of brand awareness on brand trust through brand image. Available at SSRN 2670597
- Mulyandi, M. R., & Tjandra, R. H. (2023). The Influence of Product Quality and Brand Image on repurchase Intention of Halal Cosmetic Products in e-Commerce. *Journal of Industrial Engineering & Management Research*, 4(1), 41-52.
- Mursandi, D. A., Sudirman, H. A., & Militina, T. (2020). The impact of green marketing and corporate social responsibility on brand image, purchase intention, and purchase decision (Study on the body shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(4).
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4(1), 1-17.
- Nassè, T. B. (2021). How and why extrinsic religiosity fashions Muslim consumer behavior in a multi-faith geography. *American Journal of Marketing Research*, 7(1), 1-9.
- Nekmahmud, M. (2020). Environmental marketing: Tourists' purchase behaviour response on green products. In *Tourism Marketing in Bangladesh* (pp. 273-295). Routledge.
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19), 7880.
- Nurhayati. 2012. Analisis Faktor-Faktor yang Mempengaruhi Minat Beli Ulang Masyarakat Terhadap Produk Handphone. *Jurnal Ilmiah Program Studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Semarang*, 8(2), 47-62
- Pather, P. (2017). Brand equity as a predictor of repurchase intention of male branded cosmetic products in South Africa. *Business & Social Sciences Journal*, 2(1), 1-23.
- Peattie, K. (1995). Environmental marketing management: Meeting the green challenge.

- Peter, J. P., & Olson, J. C. (2010). *Consumer behavior & marketing strategy*. McGraw-hill.
- Prentice, C., & Loureiro, S. M. C. (2018). Consumer-based approach to customer engagement—The case of luxury brands. *Journal of Retailing and Consumer Services*, 43, 325-332.
- Puspita, I. Hartono, L. Ibrahim, and Djoko, —Influence of The Behavior of Citizens Residing in Riverbanks to The Decrease of Water Quality in The River of Karang Anyar Tarakan City,|| Mns. DAN Lingkung., vol. 23, no. 2, pp. 249–258, 2016.
- Rajagopal, P. (2019). *Contemporary Marketing Strategy*. Springer.
- Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.
- Rasputi, D. A., & Yuliviona, R. (2023). THE EFFECT GREEN PERCEIVED VALUE, BRAND SATISFACTION AND SELF BRAND CONNECTION TOGREEN BRAND LOYALTY EMPIRICAL STUDY ON CONSUMERS THE BODY SHOP IN THE CITY OF PADANG. Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University, 22(2), 1-2.
- Ratasuk, A., & Gajesanand, S. (2020). Factors influencing brand image and customer repurchase intention: The case of coffee chain shops located in gas service stations in Bangkok. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 40(3), 171-188.
- Rizwan, M., Ali, A., Anjum, H., Naseer, M., Majeed, Z., Ali, M. A., & Anwar, A. (2014). Consumers purchase intention towards counterfeit mobile phones. *Journal of Public Administration and Governance*, 4(3), 75-89.
- Rosanti, N., & Salam, K. N. (2021). The Effects of Brand Image and Product Quality on Purchase Decisions. *Quantitative Economics and Management Studies*, 2(6), 365-375.
- Sadachar, A., Feng, F., Karpova, E. E., & Manchiraju, S. (2016). Predicting environmentally responsible apparel consumption behavior of future apparel industry professionals: The role of environmental apparel knowledge, environmentalism and materialism. *Journal of Global Fashion Marketing*, 7(2), 76-88.
- Scandell, D. J. (2001). Is self-reflectiveness an unhealthy aspect of private self-consciousness? *The Journal of Psychology* 135(4) , 451-461.
- Schuitema, G., Anable, J., Skippon, S., & Kinnear, N. (2013). The role of instrumental, hedonic and symbolic attributes in the intention to adopt electric vehicles. *Transportation Research Part A: Policy and Practice*, 48, 39-49.

- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. john wiley & sons.
- Shava, H. (2022). The Impact of Green Psychological Benefits and Awareness of Environmental Consequences on Green Product Repurchase Intentions
- Shimp, T. A. (2003). Periklanan Promosi Aspek Tambahan Komunikasi Terpadu Jilid 1. *Jakarta: Erlangga*.
- SIPSN.MENLHKH(2023) Capaian Kinerja Pengelolaan Sampah 2023
<https://sipsn.menlhk.go.id/sipsn/>
- Sontaite-Petkeviciene, M. (2015). CSR reasons, practices and impact to corporate reputation. *Procedia-Social and Behavioral Sciences*, 213, 503–508. .
- Suki, N. M. (2016). Consumer environmental concern and green product purchase in Malaysia: structural effects of consumption values. *Journal of Cleaner Production*, 132, 204-214.
- Tbsfightforsisterhood (2021) THE BODY SHOP® INDONESIA RAIH 2 PENGHARGAAN DARI UN WOMEN INDONESIA
THE BODY SHOP® INDONESIA RAIH 2 PENGHARGAAN DARI UN WOMEN INDONESIA | The Body Shop® Indonesia (tbsfightforsisterhood.co.id)
- Todd, A. M. (2004). The aesthetic turn in green marketing: Environmental consumer ethics of natural personal care products. *Ethics and the Environment*, 86-102.
- Top Brand Award. (2022). Top Brand Index Perawatan Pribadi. Diakses 11 February 2024, dari <https://www.topbrand-award.com/top-brand-index>.
- Tsai, H.-T., Chang, H.-C., & Tsai, M.-T. (2016). Predicting repurchase intention for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility. *Electronic Commerce Research*, 16(3), 375–399.
- Unruh, G. And Ettenson, R. (2010, June). Growing Green; Three smart paths to developing sustainable products. *Harvard Business Review*. 5(6).
- Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., & Nazari, K. (2013). Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 3(9), 2489-2500.
- Wahab, et al. (2017). Analysis The Effect Of Environmental Concern And Green Advertising To Green Purchasing In Palembang City. *SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS*, 1(3), 297-310
- Wang, Y., Wang, S., Wang, J., Wei, J., & Wang, C. (2020). An empirical study of consumers' intention to use ride-sharing services: using an extended technology acceptance model. *Transportation*, 47, 397-415.

- Wati, I., & Sari, A. Analysis Public Relations Planning and Evaluation of Corporate Social Responsibility Programs (Case Study: The Body Shop).
- Wei, S., Ang, T., & Jancenelle, V. E. (2018). Willingness to pay more for green products: The interplay of consumer characteristics and customer participation. *Journal of Retailing and Consumer Services*, 45, 230-238.
- White, K., & Simpson, B. (2013). When do (and don't) normative appeals influence sustainable consumer behaviors?. *Journal of Marketing*, 77(2), 78-95.
- Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31).
- Xu, J. B., Prayag, G., & Song, H. (2022). The effects of consumer brand authenticity, brand image, and age on brand loyalty in time-honored restaurants: Findings from SEM and fsQCA. *International Journal of Hospitality Management*, 107, 103340.
- Yousaf, U., Zulfiqar, R., Aslam, M., & Altaf, M. (2012). Studying brand loyalty in the cosmetics industry. *LogForum*, 8(4).
- Zamrudi, Z., Suyadi, I., & Abdillah, Y. (2016). The effect of social commerce construct and brand image on consumer trust and purchase intention. *Profit: Jurnal Administrasi Bisnis*, 10(1), 1-13
- Zap report 2021
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). *Journal of Marketing*, 60(2), 31-46.
- Zhang, Q., & Ahmad, S. (2021). Analysis of corporate social responsibility execution effects on purchase intention with the moderating role of customer awareness. *Sustainability*, 13(8), 4548.