



THE INFLUENCE OF ECO-BRAND, ECO-LABEL, AND ENVIRONMENTAL ADVERTISING ON CONSUMER PURCHASE INTENTION OF AQUA RECYCLE PLASTIC BOTTLE BRAND

Nafi' Hayyu Nur Afin¹, M Amelia Pratiwi²

^{1,2}Sanata Dharma University

Email: ¹lnafiafin3000@gmail.com, ²monicaamelia64@gmail.com

ABSTRACT

In the current era of globalization, the earth is facing a serious problem known as global warming. The continued use of environmentally unfriendly plastic products can lead to various serious environmental problems. Currently, plastic waste from bottled drinking water (AMDK) contributes to the increase in waste piles because the bottles are made of plastic and require a large space in landfills. This study aims to determine the influence of eco-brand, eco-label, and environmental advertising on consumer purchase intentions for the Aqua Recycle Plastic Bottle product. This research uses a quantitative descriptive method with data collection techniques through a survey of 100 respondents who are consumers of the Aqua Recycle Plastic Bottle. The independent variables in this study are eco-brand, eco-label, and environmental advertising, while the dependent variable is consumer purchase intention. The data were analyzed using analytical methods used include, validity test, classical assumption test, reliability test multiple linear regression, t-test, and f-test. The results of this study indicate that eco-brand have not a significant influence on consumer purchase intentions. Eco-label, and environmental advertising have a significant influence on consumer purchase intentions.

Keywords: Eco-Brand, Eco-Label, Environmental Advertising, Purchase Intention

1. Introduction

In the current era of globalization, the earth is facing a serious problem known as global warming. Attention to plastic pollution has increased among people concerned about the environment as it becomes one of the major challenges faced by society. The sustainable use of plastic products that are not environmentally friendly can result in a variety of serious environmental problems (Rachmawaty & Hasbi, 2020). In today's era, many people are increasingly aware of the environment, attention to environmentally friendly business practices is increasing. Currently, there are many people who are aware of environmental conservation. And that awareness is evidenced by concerns about the sustainability of ecosystems, even to concerns about human survival (Purwanto, 2021). With the existence of public awareness about the environment began to emerge a lot *Brands* which began to give rise to its environmentally friendly products, in response to consumer demands for products that are not only quality, but also environmentally responsible. *Brands* Those who adopt ecological strategies such as the use of recycled materials, ecological labels, and environmental promotion, not only gain appreciation from the public, but also can attract consumers' buying interest.

In an industrial era that increasingly prioritizes environmental awareness, the concept of sustainable marketing or known as green marketing has become a major topic in business strategies in many companies. The American Marketing Association (AMA) in Hawkins and Mothersbaugh (2010:94) defines *Green Marketing* is a process of marketing products that are

assumed to be environmentally safe. *Green marketing*, also known as green marketing, is closely related to concepts such as *eco brand*, *eco label*, and *environmental advertising*. *Eco brand* refers to the brand or *Brand* that consistently carry environmentally friendly business values and practices, such as the use of recycled materials or renewable energy in their production. *Eco label* defined as a tool that helps consumers choose products that care about the environment and also provides information to customers about the process of making these products (Mujahideen, 2020). *Eco Label* It can also be defined as a label or identifying mark given to a product or service that meets certain environmental standards, providing information to consumers about the environmental aspects of that product. Meanwhile, *Environmental Advertising* is a promotional strategy that emphasizes environmental or sustainability messages in an effort to attract consumers. These three concepts are interrelated in context *Green Marketing*, where the company uses *Eco Brand* to build their image, *Eco Label* to provide guarantees for environmentally friendly products, and *Environmental Advertising* to spread environmental messages to consumers as part of their marketing strategy. Thus, *Green Marketing* Become a holistic approach to promote products and services that are not only profitable for businesses, but also support environmental conservation efforts.

Currently, plastic waste from bottled water bottles (AMDK) contributes to the increase in piles of waste because the bottles are made of plastic and require large space in landfills (Rachmawaty & Hasbi, 2020). Plastic bottles used in the AMDK industry not only generate large piles of waste, but also have a negative impact on ecosystems and human health due to the length of time it takes for them to decompose. Based on 1893 data, it is known that the contribution of plastic waste from AMDK bottles to the increase in waste piles has become an increasingly urgent issue to be addressed. Seeing concerns about the environmental impact of using AMDK plastic bottles, companies began to move towards more environmentally friendly solutions. One of the steps taken is to introduce drinking water bottles made of recycled plastic. Aqua, as one of the leading brands in the AMDK industry, also responded to this issue by presenting Aqua Recycle Plastic Bottles. This is a bold step by Aqua in adopting a more sustainable approach by using recycled raw materials for its plastic bottles. Thus, Aqua not only reduces the amount of new plastic waste generated, but also helps extend the life cycle of plastics and reduces pressure on the environment. Through the introduction of Aqua Plastic Recycle Bottles, Aqua is committed to leading positive change in the AMDK industry by promoting awareness of environmental issues and encouraging the adoption of eco-friendly practices among consumers and other industry players.

This research aims to gain a deeper understanding of the factors that influence consumer buying interest in environmentally friendly products such as Aqua Bottle Recycle Plastic, by investigating whether Eco-Brand, Eco-Label, and Environmental Advertising influence consumer buying interest in these products, so that it can provide valuable insights for marketing practitioners to design more effective marketing strategies in increasing sales of similar eco-friendly products, as well as significantly contribute to expanding academic knowledge and improving sustainable and responsible marketing practices for marketers and companies.

2. Literature Review and Hypothesis Development

2.1 Literature Review

2.1.1 Eco-Brand

Term *Eco-Brand* derived from the word "*Eco*" which is the science that studies the relationship between plants, animals, and the environment that surrounds them (Syahza, 2021). Word "*Brand*" which is a name, condition, design, symbol or anything that can be a tool to identify a product either goods or services, as well as being a differentiator between one seller and another seller (Kusuma et al., 2020). Moreover *Brand* It can also be defined as a way or

approach that shows the credibility of the brand owner, motivates enthusiasts, and fosters loyalty to a brand. Term *Eco-Brand* can be defined as a name, symbol or product design that is not harmful to the environment. Take advantage of features *Eco-brand* can help consumers distinguish green products in several ways from other non-green products (Rahman & Widodo, 2020). In the presence of *Eco-Brand* can increase a positive image of a product or company, so as to increase consumer buying interest in a product.

2.1.2 *Eco-Label*

Term *Eco-Label* derived from the word "Eco" which has the meaning of science that examines the relationship between plants, animals, and the environment that surrounds them (Syahza, 2021) and said "Label" which is a label is a simple look at a product or an intricately designed image that is an integral part of the packaging. *Label* Can only list brand or information (Singh, 2018). Term *Eco-Label* can be defined as a tool for consumers in making decisions to choose environmentally friendly products. *Eco-label* It can provide information to consumers about the environmental impact of such products, which helps consumers in identifying products that are more environmentally friendly than other similar products (Rahman & Widodo, 2020). In the presence of *Eco-label* Can assist consumers in identifying, selecting, and finding information related to the impact information of environmentally friendly products so that it will affect consumer buying interest in these products.

2.1.3 *Environmental Advertising*

Environmental advertising is a form of advertising that encourages consumer behavior to buy products that are not harmful to the environment (Santoso & Fitriani, 2016). Through media such as television, the internet, and print media, environmental advertisements often promote products and services that are considered more sustainable or environmentally friendly, and convey important messages about environmental protection and the importance of preserving natural resources. In recent years, *Environmental Advertising* It has become increasingly popular in response to increasing public awareness of environmental issues, but it has also raised questions about the honesty and true impact of the product or service being promoted.

2.1.4 *Consumer Buying Interest*

Consumer buying interest is consumer behavior where consumers have a desire to buy or choose a product (Singh, 2018). Buying interest will arise if a consumer has influenced the quality and quality of a product and information on a product. Factors that influence consumer buying interest consist of psychological, social, economic, and demographic aspects. The psychological aspect includes consumer perceptions, attitudes, and motivations, while the social aspect includes the influence of family, peers, and culture. On the economic side, price, quality, and product promotion affect buying interest, while age, gender, and income also affect consumer preferences. By understanding these factors, research on consumer buying interest can provide valuable insights for companies in devising effective marketing strategies to reach their target market.

2.2 *Hypothesis Development*

2.2.1 *The Influence of Eco-Brand on Buying Interest*

Understanding the importance of brands to consumer buying interests is very important for marketers. Based on the results of the study (Rahman & Widodo, 2020) which defines *Eco Brand* as a name, symbol or product design that is not harmful to the environment. Take advantage of features *Eco-Brand* It can help consumers distinguish green products in several ways from other non-green products. According to the results of the study (Mujahidin, 2020)

states that consumers will tend to give a positive response to products that have environmentally friendly features which are usually known as *Eco-Brand*. From the results of the study (Eco-label et al., 2023) *Eco-Brand* It is a brand strength that shows environmentally friendly products, gives confidence about the reliability of environmentally friendly products, and that is a strong attraction.

H1: *Eco Brand* has a positive effect on buying interest

2.2.2 The Effect of Eco-Labels on Buying Interest

Eco Label can be an important factor in influencing the purchasing decisions of consumers who are increasingly concerned about the environment. According to research (Mujahidin, 2020) Define Eco Label As a tool for consumers in making decisions to choose environmentally friendly products. From research (Novita & Husna, 2020) Eco Label has the aim of convincing consumers that the product is an environmentally friendly product. Based on research (Purwanto, 2021) said that labeling is a guarantee from the company or manufacturer that the product has gone through an environmentally friendly and safe production process for users, without causing negative impacts on the environment or consumers.

H2: Eco Label has a positive effect on buying interest

2.2.3 The Effect of Environmental Advertising on Buying Interest

Environmental Advertising Have an influence on environmental messages whose messages are conveyed through advertisements that can increase consumer awareness and understanding of environmental issues. Based on research (Putra & Prasetyawati, 2021) The selection of media that suits the target audience is an important factor in the success of marketing communications. By doing Environmental Advertising Companies can increase buying interest in their products, because this form of advertising has differentiation that can be a weapon in competing with competitors because it is difficult to imitate, besides that Environmental Advertising is part of Corporate Social Responsibility. Thus, the existence of Environmental Advertising will make many people care about environmental issues so that it will increase buying interest in Green Product.

H3: Environmental Advertising has a positive effect on buying interest

The following Figure 1 illustrates the research model:

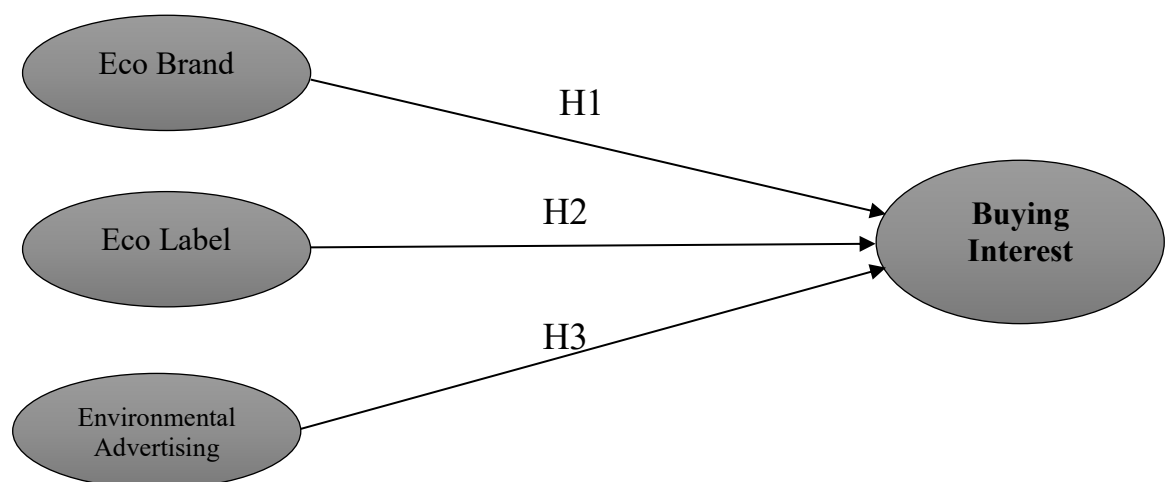


Figure 1. Research Model

3. Research Methods

3.1 Research Design

The research conducted is quantitative. (Rachmawaty & Hasbi, 2020) states that quantitative methods are research approaches based on the philosophy of positivism, which are used to investigate a population or sample systematically and use quantitative numbers or data to analyze observed phenomena. The collection of research data was carried out through a self-administered survey where respondents filled out each questionnaire directly through an online platform. The questionnaire began with a demographic question, followed by an assessment of its importance *eco brand, eco label, and environmental advertising* in the purchase decision of Aqua Plastic Recycle Bottles. Using the Likert scale, respondents will rate the level of agree/disagree. The questionnaire will also include open-ended questions for advice. The data will be analyzed using regression to determine the relationship between these factors and consumer buying interest. The results will provide insights to improve marketing strategies and consumer buying interest.

3.2 Population and Sempel

The population in this study is Aqua consumers, especially Aqua Recycle Bottle Plastic in Indonesia with a research sample of 100 respondents. This is in accordance with the opinion of one of the experts yaiu (Novita & Husna, 2020) conveyed that the feasible sample size in the study was around 30 to 500 respondents. Based on this opinion, the number of respondents to the study has been qualified. The sampling techniques used are: *Quota sampling*, this method takes a predetermined number of samples, which is about 100 respondents of Aqua Bottle Recycle Plastic consumers who aim to explain the number of samples needed.

$$n = \frac{z^2P(1 - P)}{d^2}$$

Information:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

D = alpha (0.10) or sampling error = 10% and obtained 100 samples.

3.3 Research Data

The source of this research data is primary data. This data collection technique is through consumer surveys by distributing questionnaires to consumers of *Aqua Bottle Recycle Plastic* products. This questionnaire includes questions about how influential three variable X (*Eco-Brand, Eco-Label, Environmental Advertising*) are on variable Y (buying interest) in *Aqua Bottle Recycle Plastic* products. The data that has been obtained from these consumer surveys will provide a broader picture of patterns and trends in consumer preferences. This study identifies and analyzes four main variables, namely *eco-brand, eco-label, environmental advertising*, and buying interest, to explore the relationship between these factors in the context of *Aqua Recycle Plastic Bottle* products. Eco-brand refers to consumers' perception of the *Aqua Recycle Plastic Bottle brand* as environmentally friendly. *Eco-label* refers to the consumer's perception of the ecological label associated with the product. *Environmental advertising* includes the level of consumer exposure to environmental advertisements related to *Aqua Bottle Recycle Plastic* products. While buying interest is the level of interest or desire of consumers to buy *Aqua Recycle Plastic Bottle products*. The collected data will be analyzed using multiple linear regression to determine the relationship between the independent variable (*Eco-Brand, Eco-Label, Environmental Advertising*) and the dependent variable (Buying Interest).

3.4 Data Analysis Techniques

The data analysis technique used in this study is multiple linear regression. It is used to evaluate the relationship between the independent variable (*Eco-Brand, Eco-Label, Environmental Advertising*) and the dependent variable (Buying Interest). In addition, the t-test is used to test the significance of the regression coefficient for each independent variable, while the F test is used to test the overall significance of the model. The results of the analysis will be interpreted to provide deeper insight into the factors that influence consumer buying interest in Aqua Recycle Plastic Bottles. All these statistical analyses are performed using SPSS statistical software.

4. Research Findings and Discussion

4.1 Validity Test

Tabel 1. Validity Test Table

Variabel	Butir	r _{hitung}	r _{tabel}	Keterangan	Sig (2 tailed)	Sig	Keterangan
Eco-Brand	X1.1	0,584	0,196	Valid	0,00	0,05	Valid
	X1.2	06	0,196	Valid	0,00	0,05	Valid
	X1.3	0,741	0,196	Valid	0,00	0,05	Valid
	X1.4	0,648	0,196	Valid	0,00	0,05	Valid
	X1.5	0,726	0,196	Valid	0,00	0,05	Valid
Eco-Label	X2.1	0,706	0,196	Valid	0,00	0,05	Valid
	X2.2	0,789	0,196	Valid	0,00	0,05	Valid
	X2.3	0,754	0,196	Valid	0,00	0,05	Valid
	X2.4	0,815	0,196	Valid	0,00	0,05	Valid
	X2.5	0,517	0,196	Valid	0,00	0,05	Valid
Environmental Advertising	X3.1	0,693	0,196	Valid	0,00	0,05	Valid
	X3.2	0,776	0,196	Valid	0,00	0,05	Valid
	X3.3	0,776	0,196	Valid	0,00	0,05	Valid
	X3.4	0,740	0,196	Valid	0,00	0,05	Valid
	X3.5		0,196	Valid	0,00	0,05	Valid
		93					
Minat Beli	Y.1	0,697	0,196	Valid	0,00	0,05	Valid
	Y.2	0,785	0,196	Valid	0,00	0,05	Valid
	Y.3	0,836	0,196	Valid	0,00	0,05	Valid
	Y.4	0,810	0,196	Valid	0,00	0,05	Valid
	Y.5	0,586	0,196	Valid	0,00	0,05	Valid

Based on the Tabel 1. Validity Test Table, a decision can be made by comparing the calculated r value with the table r value and comparing the significance value (2tailed) with a probability of 0.05. The following is an explanation of the two bases for decision making in the validity test:

1. By comparing r count and r table, the average value in *Eco-brand, Eco-Label, Environmental advertising variables* is greater than r table. Then the data is declared valid
2. Based on the value of significance (2tailed), the results of the variables *Eco-brand, eco-label, Environmental Advertising* have a value smaller than 0.05. Then the data is declared valid.

4.2 Reliability Test

Tabel 2. Reliability Test Table

Variabel	Cronbach’s Alpha	r-Tabel	Keterangan
Eco-Brand	0,666	0,600	Reliabe
Eco-Label	0,766	0,600	Reliabel
Environmental Advertising	0,803	0,600	Reliabel
Minat Beli	0,801	0,600	Reliabel

Based on the Tabel 2. Reliability Test Table, Cronbach's Alpha value on Eco-brand, Eco-label, Environmental Advertising variables > from 0.60 then the questionnaire was declared reliable or consistent.

4.3 Classical Assumptions

4.3.1 Normality Test

Tabel 3. Normality Test Table

N		100
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	1.78532207
Most Extreme Differences	Absolute	.086
	Positive	.078
	Negative	-.086
Test Statistic		.086
symp. Sig. (2-tailed)		.063c

Based on the Tabel 3. Normality Test Table, the significance is 0.063 which means greater than 0.05, then the data is normally distributed.

4.3.2 Multicollinearity Test

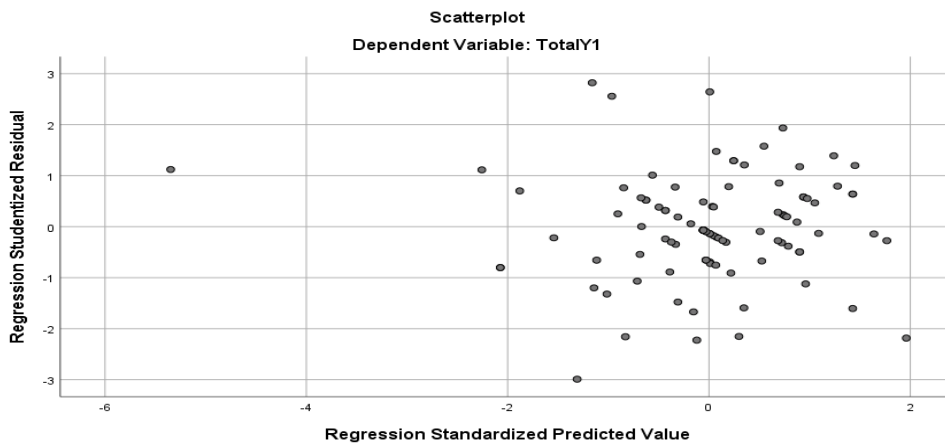
Table 4. Multicollinearity Test Table

Variable	Tolerance	VIF
Eco-Brand (X1)	0.493	2.028
Eco-Lable (X2)	0.335	2.982
Environmental Edvertising (X3)	0.314	3.180

Base on the Table 4. Multicollinearity Test Table, it can be concluded that there is no Multicollinearity in this study because the VIF valueof each independent variable is smaller than 10 and the tolerance value is greater than 0.10.

4.3.3 Heterokedasticity Test

Table 5. Heterokedasticity Test Table



The results of the Table 5. Heterokedasticity Test Table can be seen that the data points do not form a certain pattern and the data spreads above and below the number 0 on the Y axis, therefore it can be concluded that the data of this study does not occur heterokedasticity.

4.4 Multiple Linear Regression Analysis

4.4.1 Coefficient of Determination

Table 6. Coefficient of Determination Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.718	0.516	0.501	1.813

Based on the Table 6. Coefficient of Determination Table, the value of R square is 0.718 or equal to 71.8%. The number means that the variable *Eco-Brand* (X1), *Eco-Label* (X2), *Environmental Advertising* (X3) simultaneously (together) affect the variable *Buying Interest* (Y) by 71.8%. While the rest (100%-71.8% = 28.2%) is influenced by other variables outside this regression equation or variables that are not studied.

4.4.2 F-Test

Table 7. F-Test Table

Model	Sum of Squares	Mean Square	Sig.
Regression	336.160	112.053	34.090
Residual	315.550	3.287	
Total	651.710		

The Significant Value of the ANOVA table is 0.00 which means below 0.05 so it is concluded that all independent variables studied have a simultaneous effect (together) on the dependent variable.

$$\begin{aligned}
 F_{table} &= (3; 100 - 3) \\
 &= (3; 97) \\
 &= 2.70
 \end{aligned}$$

F value calculate $34,090 > F$ table 2.70, then the independent variables (Eco-Brand, Eco-Label, Environmental Advertising) studied simultaneously affect (together) the dependent variable (Consumer Buying Interest).

4.4.3 T-Test

Table 8. t-Test Table

Model		Unstandardized Coefficients B	Std.Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.263	1.634		3.222	.002
	Eco-Brand	.119	.112	.107	1.060	.292
	Eco-Lable	.347	.114	.373	3.040	.003
	Environmental Advertising	.278	.118	.299	2.363	.020

The Effect of *Eco-brand* (X1) on Buying Interest (Y)

1. The value of t calculate $1,060 < t$ table 2.00 then Eco-Brand has no effect on Buying Interest
2. GIS value $0.292 > 0.05$ then Eco-Brand has no effect on Buying Interest

Eco-Label (X2) against Buying Interest (Y)

1. The value of t calculate $3,040 > t$ table 2.00 then Eco-Label affects Buying Interest
2. Sig value $0.003 < 0.05$ then Eco-Label affects Buying Interest

Environmental Advertising (X3) to Buying Interest (Y)

1. The value of t is calculated $2.363 > t$ table 2.00 then Environmental Advertising affects Buying Interest
2. GIS value $0.020 < 0.05$ then Environmental Advertising affects Buying Interest

4.5 Linear Regression Analysis Equation

Table 9. Linear Regression Analysis Equation Table

Model	B	Std.Error	Standardized coefficients Beta	t	Sig.
(constant)	5.263	1.634		3.222	.002
Eco-Brand	.119	.112	.107	1.060	.292
Eco-Label	.347	.114	.373	3.040	.003
Enviromental Advertising	.278	.118	.299	2.363	.020

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 5.263 + 0.119X1 + 0.347 X2 + 0.278 X3$$

5. Discussion

5.1 First Hypothesis

The results of testing the first hypothesis show that eco brands do not have a significant influence on consumer buying interest. Even though previous research indicates the positive potential of eco brands in attracting purchasing interest (Rahman & Widodo, 2020), data from questionnaires filled out by respondents reveal that eco brands themselves are not always a determining factor in purchasing decisions. This shows that although environmentally friendly features are important, there are other factors that play a greater role in influencing consumer

purchasing interest, such as product price, the level of consumer trust in the brand/product, as well as consumers' personal preferences and tastes. Therefore, marketers need to consider a more holistic marketing strategy and not only focus on the eco brand or environmentally friendly aspects alone. This strategy must integrate various factors that influence consumer purchasing decisions, such as competitive pricing, building positive brand image and trust, adapting products to target consumer preferences, and ensuring quality, accessibility and effective promotions.

5.2 Second Hypothesis

Based on the test results of the second hypothesis, it shows that there is a positive and significant influence between eco-labels on consumer buying interest. From the answers to the questionnaire filled out by respondents, it was stated that consumers tend to give positive responses to products that have environmentally friendly features which are usually known as Eco-Brands. The results of this second test are in line with the results of previous research tests which also support the existence of a positive and significant relationship between Eco-Label and consumer buying interest, namely research conducted (Putra & Prasetyawati, 2021) which also examined the Eco-Label variable on consumer buying interest which provides results that by having an eco-label on a product, this can influence the increase in consumer buying interest.

5.3 Third Hypothesis

Based on the test results of the third hypothesis, it shows a positive and significant influence of environmental advertising on consumer buying interest. From the answers to the questionnaire filled out by respondents, selecting media that suits the target audience is an important factor in the success of marketing communications. By conducting Environmental Advertising, companies can increase purchasing interest in their products, because this form of advertising has differentiation which can be a weapon in competing with competitors because it is difficult to imitate. In addition, Environmental Advertising is part of Corporate Social Responsibility (CSR). Thus, the existence of Environmental Advertising will make many people care about environmental issues so that it will increase buying interest in Environmentally Friendly Products. So the results of the research conducted show that environmental advertising can increase consumer buying interest. The results of this third test are in line with the results of previous research tests which also support the existence of a positive relationship between environmental advertising and consumer buying interest, namely research conducted by (Rachmawaty & Hasbi, 2020) which also examined environmental advertising on consumer buying interest.

6. Conclusions, Limitations, and Implications

6.1 Conclusion

Based on the results of the analysis on validity, reliability, classical assumption tests, multiple linear regression tests, and partial hypothesis tests (t tests), it can be concluded that:

- a. Eco-brand does not affect consumer buying interest in the Aqua Recycle Plastic Bottle brand.
- b. Eco-label affects consumer buying interest in the Aqua Recycle Plastic Bottle brand.
- c. Environmental Advertising on consumer buying interest in the Aqua Bottle Recycle Plastic brand.

6.2 Limitations

- a. The period of time used to complete the research and paper is quite short, about 2 months (March and April).

- b. Theory Limitations, the existence of theoretical limitations that have not been able to support research, thus affecting success in answering research questions.
- c. Consumer Response Subjectivity: Consumer responses to eco brands, eco labels, and environmental advertising can be subjective and influenced by individual preferences, personal values, and previous experiences.

6.3 Implication

- a. Relevance of Marketing Strategy: The findings of this study can provide valuable insights for companies to develop more effective marketing strategies, especially in the context of increasing consumer buying interest in environmentally friendly products.
- b. Research Expansion: The implications of this research may be that it may encourage further research involving a wider sample or integrating additional factors that may influence consumer buying interest.
- c. Researchers then use other variables that are not studied in this study such as *Eco-brand*, *Eco-label*, *Environmental Advertising*, which can affect consumer buying interest.

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