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# RETRACTION NOTICE

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| **Article title:** | Green Marketing Mix and Eco-Label Consumer Behavior: The Role of Environmental Knowledge |
| **Author(s):** | Krismanto Erick Tobush Naibaho, Martin Luter Purba, Frederick Saroha Silaban, Yehezkiel Dosdoy Siagian (HKBP Nommensen University) |
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## Statement of Retraction

This article has been retracted by the Editorial Board of Manajemen dan Bisnis (MABIS) due to a confirmed case of duplicate/multiple submission.

Following the acceptance decision, the corresponding author requested changes to authorship and to several independent variables within the published model. In the course of reviewing this request, the editorial team found that the manuscript's reported respondent data and statistical results correspond closely to a manuscript already published in another journal. This indicates the underlying study was submitted for publication in more than one outlet concurrently, which is inconsistent with the journal's authorship and originality policies.

## Basis for Retraction (COPE Guidelines)

This retraction is issued on the following grounds set out in the Committee on Publication Ethics (COPE) Retraction Guidelines (Version 3, August 2025):

- The publication shows an unacceptable level of overlap with content already published elsewhere.
- The reported findings had previously been published elsewhere without disclosure to this journal, permission to republish, or justification (ie, redundant/duplicate publication).

**Category of retraction:** Retraction (full).

The corresponding author was notified of these findings and did not contest the retraction.

In accordance with COPE guidelines, the article's bibliographic record is preserved for the integrity of the scholarly archive; the retracted status is indicated in the article title and in this notice. Author names have not been removed from the record, consistent with COPE guidance on authorship of retracted articles.

## Approval

This retraction was approved by the Editorial Board of Manajemen dan Bisnis (MABIS) on 15 July 2026.

Erna Andajani
Editor-in-Chief, Manajemen dan Bisnis (MABIS)
Universitas Surabaya

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*This notice replaces the original galley of the above article in accordance with the journal's retraction and correction policy, and is freely available to all readers.*