



DAFTAR PUSTAKA

- Abdillah, W. dan J. Hartono. (2015). *Partial Least Square (PLS)*, hlm. 74.
Yogyakarta: Andi.
- Albayrak, T., Aksoy, S., Caber, M. (2013), “The Effect of Environmental Concern and Sceptism on Green Purchase Behavior”, *Marketing Intelligence and Planning*, Vol. 31, No. 1, pp. 27-39.
- Alwitt, L.F., dan Pitts, R.E. (1996). “Predicting purchase intentions for an environmentally sensitive product.” *Journal of Consumer Psychology*, Vol. 5, No. 1, pp. 49-64.
- Anderson, W.T. dan Cunningham, W. (1972). “The socially conscious consumer.” *Journal of Marketing*, Vol. 36, pp. 23-31.
- Anonim. (2011). “Pasar Indonesia Siap Menyambut Produk Hijau.” Diakses pada tanggal 5 Februari 2020. <https://hijauku.com/2011/07/13/pasar-indonesia-siap-menyambut-produk-hijau/>
- Antil, J.A. (1984). “Socially responsible consumers: profile and implications for public policy.” *Journal of Macromarketing*, pp. 18-39.
- Assael, H. (2001). *Consumer Behaviour and Marketing Action* 6th ed., Singapore: Thomson Learning.
- Azwar, S. (1986). *Reliabilitas dan Validitas: Interpretasi dan Komputasi*. Yogyakarta: Liberty.
- Badan Pusat Statistik. (2018). Diakses pada tanggal 28 Oktober 2019 <https://www.bps.go.id/>



- Barber, N., Taylor, C., dan Strick, S. (2009). "Wine consumers environmental knowledge and attitudes: influence of willingness to purchase.", *International Journal of Wine Research*, Vol. 1, No. 2, pp. 59-72.
- Bearden, W.O. dan Rose, R.L. (1990). "Attention to social comparison information: an individual difference factor affecting consumer conformity." *Journal of Consumer Research*, Vol. 16, No. 4, pp. 461-471.
- Cegarra-Navarro, J.G., dan Martinez, A.M. (2010). "Managing environmental knowledge through learning processes in Spanish hospitality companies". *The Spanish Journal of Psychology*, Vol. 13, No. 2, pp. 827-840.
- Chan, K. (2000). "Market Segmentation of Green Consumers in Hongkong." *Journal of International Consumer Marketing*, Vol. 12, No. 2, pp. 7-24.
- Chan, R.Y.K., dan Lau, L.B.Y. (2000). "Antecedents of green purchases: a survey in China." *Journal of Consumer Marketing*, Vol. 17 Iss 4, pp. 338-357.
- Chen, Y.S. (2008). "The drivers of green innovation and green image – green core competence." *Journal of Business Ethics*, Vol. 81, No. 3, pp. 531-543.
- Cheah, I. dan Phau, I. (2011). "Attitudes towards environmentally-friendly products – the influence of ecoliteracy, interpersonal influence, and value orientation." *Marketing Intelligence and Planning*, Vol. 29, No. 5, pp. 452-472.
- Chin, W.W. (1998). "The Partial Least Square Approach to Structural Equation Modeling." *Modern Methods for Business Research*.



Dane, B. (2016). Likert Scales. Diakses pada tanggal 1 Mei 2020.

<http://poincare.matf.bg.ac.rs/~kristina/topic-dane-likert.pdf>

Databoks.katadata.co.id. (2019). Diakses pada tanggal 6 Maret 2020.

<https://databoks.katadata.co.id/datapublish/2019/12/16/2020-penduduk-indonesia-terbesar-keempat-dunia>

Davis, J.J. (1994). "Consumer response to corporate environmental advertising."

Journal of Consumer Marketing, Vol. 11, No. 2, pp. 25-37.

Delafrooz, N., Taleghani, M., dan N. Bahareh. (2014). Effect of green marketing on consumer purchase behaviour. Iran: Qscience connect, pp. 2-9.

Dholakia, U.M., Bagozzi, R.P., dan Pearo, L.K. (2004). "A Social Influence Model of Consumer Participation in network-and-small-group-based virtual communities." *International Journal of Research in Marketing*, Vol. 21, No. 3, pp. 241-263.

D'Souza, C., Taghian, M., Lamb, P., dan Peretiatkos, R. (2006). "Green products and corporate strategy: an empirical investigation." *Society and Business Review*, Vol. 1, No. 2, pp. 144-157.

Engel, J.F., Roger D. Blackwell, dan Paul W. Miniard. (2006). *Perilaku Konsumen*, (Alih Bahasa Budi Janto), Jilid I, Edisi Keenam. Jakarta: Binarupa Aksara.

Escalas, J.E., dan Bettman J.R. (2005). "Self-construal, reference groups, and brand meaning". *Journal of Consumer Research*, Vol. 32, No. 3, pp. 378-389.



Essoussi, L.H., and Linton, J.D. (2010), “New or Recycled Products: How Much are Consumers Willing to Pay?”, *Journal of Consumer Marketing*, Vol. 27, No. 5, pp. 458-468.

Follows, S.B. dan Jobber, D. (2000). “Environmentally responsible purchase behaviour: a test of a consumer model.” *European Journal of Marketing*, Vol. 34, No. 5/6, pp. 723-746.

Gadenne, D., Sharma, B., Kerr, D. and Smith, T. (2011). “The Influence of Consumers’ Environmental Beliefs and Attitudes on Energy Saving Behavior.” *Energy Policy*, Vol. 39, No. 12, pp. 7684-7694.

Ghozali, I. (2008). *Structural Equation Modelling*, edisi II, hlm. 111. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2015). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*, hlm. 199. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I., dan H. Latan. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi menggunakan Program SMARTPLS edisi 2*, hlm. 199. Semarang: Badan Penerbit Universitas Diponegoro.

Grier, S.A. dan Deshpande, R. (2001). Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion.” *Journal of Marketing Research*, Vol. 38, No. 2, pp. 216-224.

Griskevisius, V., Tybur, J.M., dan Bergh, B.V. (2010). “Going green to be seen: status, reputation, and conspicuous conservation.” *Journal of Personality and Social Psychology*, Vol. 98, No. 3, pp. 392-404.



- Gurau, C. and Ranchhod, A. (2005). "International Green Marketing: A Comparative Study of British and Romanian Firms." *International Marketing Review*, Vol. 22, No. 5, pp. 547-561.
- Hair, J.F., Black, W.C., Babin, B.J., dan Anderson, R.E. (2006). *Multivariate Data Analysis* (6th ed.). Upper Saddle River, NJ: Pearson Prentice Hall, pp. 166.
- Han, H., Hsu, L., dan Sheu, C. (2010). "Application of the theory of planned behaviour to green hotel choice: testing the effect of environmental friendly activities". *Tourism Management*, Vol. 31, No. 3, pp. 325-334.
- Hansen, M.G. (2009). "Environmental Engagement and Product Knowledge Among Consumers of Electric Light Bulbs in Albany, California." Published in ES196 May 2009. Senior Research Seminar, Environmental Sciences Group Major. University of California at Berkeley, Berkeley CA, pp. 1-12.
- Jogiyanto, H.M. dan Abdilah, W. (2014). *Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris*. Yogyakarta: BPFE-YOGYAKARTA.
- Jogiyanto, H.M. dan Abdilah, W. (2016). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi.
- Kamus Besar Bahasa Indonesia. Diakses pada tanggal 7 Maret 2020. <https://kbbi.kemdikbud.go.id/>
- Kasali, Rhenald. (2005). "Sembilan Fenomena Bisnis". *Manajemen Study Society MSS*, FEUI Official Site.



- Khare, A. (2014). "Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour." *Marketing Intelligence and Planning*, Vol. 32, No. 1, pp. 2-20.
- Khare, A. (2015). "Antecedent to green buying behaviour: a study on consumers in an emerging economy." *Marketing Intelligence and Planning*, Vol. 33 Iss 3, pp. 309-329.
- Kim, H.Y., dan Chung, J. (2011). "Consumer purchase intention for organic personal care products." *Journal of Consumer Marketing*, Vol. 28, No. 1, pp. 40-47.
- Kumar, P. and Bhimrao M. Ghodeswar. (2015). "Factors Affecting Consumers' Green Product Purchase Decisions." *Market Intelligence & Planning*, Vol. 33, No. 33, pp. 330-347.
- Kotler, P. dan Keller, K.L. (2009). *Manajemen Pemasaran*, Edisi 13 Jilid I hlm. 188. Jakarta: Erlangga.
- Kotler, P. dan G. Amstrong. (2012). *Principles of Marketing*. New Jersey: Prentice Hall, pp. 227.
- Krause, D. (1993). "Environmental consciousness: an empirical study." *Journal of Environment and Behaviour*, Vo. 25, No. 1, pp. 126-142.
- Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001). "Targeting Consumers Who are Willing to Pay More for Environmentally Friendly Products." *The Journal of Consumer Marketing*, Vol. 18, No. 6, pp. 503-520.



- Lee, D.H. (1990). "Symbolic Interactionism: Some Implications for Consumer Self-concept and Product Symbolism Research." *Advances in Consumer Research*, Vol. 17, No. 1, pp. 386-392.
- Lee, K. (2008). "Opportunities for green marketing: young consumers." *Marketing Intelligence and Planning*, Vol. 26, No. 6, pp. 573-586.
- Lee, K. (2009). "Gender differentials in Hongkong adolescent consumers' green purchasing behaviour." *Journal of Consumer Marketing*, Vol. 26, No. 2, pp. 87-96.
- Lee, K.H. (2009). "Why and how to adopt green management into business organizations?" The case study of Korean SMEs in manufacturing industry. *Management Decisions*, Vol. 47, No. 7, pp. 1101-1121.
- Luo, X. dan Bhattacharya, C.B. (2006). "Corporate social responsibility, customer satisfaction, and market value." *Journal of Marketing*, Vol. 70, No. 4, pp. 1-18.
- Lozada, H.R. (2000). "Ecological Sustainability and Marketing Strategy: Review and Implication." Seton Hall University.
- Maignan, I. dan Ferrell, O.C. (2001). "Antecedent and benefits of corporate citizenship: an investigation of France businesses." *Journal of Business Research*, Vol. 51, No. 1, pp. 37-51.
- Media Indonesia. (2019). Diakses pada tanggal 8 April 2020.
<https://mediaindonesia.com/read/detail/218261-pemerintah-dorong-pengurangan-sampah-dari-sumbernya>



- Medeiros, J.F., dan Ribeiro, J.L.D. (2013). "Market success factors of sustainable products." *Independent Journal of Management and Production*, Vol. 4, No. 1, pp. 188-207.
- Menguc, B. dan Ozanne, L.K. (2005). "Challenges of the green imperative: a natural resource-based approach to the environmental orientation – business performance relationship." *Journal of Business Research*, Vol. 58, No. 4, pp. 430-438.
- Nugrahadi, Eko Wahyudi. (2002). "Pertanian Organik Sebagai Alternatif Teknologi dalam Upaya Menghasilkan Produk Hijau". *Makalah Falsafah Sains (PPs 702) Program Pasca Sarjana IPB*.
- Norazah, M.S. (2013). "Young consumer ecological behaviour." *Management of Environmental Quality: An International Journal*, Vol. 24 Iss 6, pp. 726-737.
- Olivier, J.D., dan Lee, S. (2010). "Hybrid car purchase intentions: a cross-cultural analysis." *Journal of Consumer Marketing*, Vol. 27, No. 2, pp. 96-103.
- Ottman, J. (1992). "Sometimes consumers will pay more to go green." *Marketing News*, 6 July, p. 16.
- Ozaki, R. and Sevastyanova, K. (2011). "Going Hybrid: An Analysis of Consumer Purchase Motivations." *Energy Policy*, Vol. 39, No. 5, pp. 2217-2227.
- Papadoupoulos, I., Karagouni, G., Trigkas, M., and Platogianni, E. (2010). "Green Marketing: The Case of Greece in Certified and Sustainability Managed Timber Products." *Euro Med Journal of Business*, Vol. 5, No. 2, pp. 166-190.



- Pickett-Baker, J. dan Ozaki, R. (2008). "Pro-environmental products: marketing influence on consumer purchase decision." *Journal of Consumer Marketing*, Vol. 25, No. 5, pp. 281-293.
- Reitmen, J. (1992). "Environmental marketing: a model of consumer behaviour." Loyola University New Orleans. Association of Collegiate Marketing Educators.
- Rahbar, E. and Wahid, N.A. (2011). "Investigation of Green Marketing Tools' Effect on Customers' Purchase Behavior." *Business Strategy Series*, Vol. 17, Iss 2, pp. 73-83.
- Robbins, S.P. (2003). *Perilaku Organisasi*. Index. Jakarta.
- Roberts, J.A. (1991). "*The Development of a Profile of The Socially Responsible Consumer for the 1990s and Its Marketing Management and Public Policy Implications.*" Doctoral Thesis, Marketing Department, University of Nebraska, Lincoln, NE.
- Roscoe, J.T. (1975). *Fundamental Research Statistic for The Behaviour Sciences* (2nd ed.). New York: Holt, Reinhart, and Winston.
- Santos. (1990). "Pencemaran Lingkungan Hidup: Pengertian, Macam, dan Penyebabnya." Diakses pada tanggal 28 Oktober 2019. <https://lingkunganhidup.co/pencemaran-lingkungan-hidup/>
- Sarstedt, M., C.M. Ringle, dan J.F. Hair. (2014). *A primer on partial least squares-structural equation modeling (SEMPLS)*. Thousand Oaks, CA: Sage Publication, Inc.



- Sarstedt, M., C.M. Ringle, dan J.F. Hair. (2017). Partial Least Square-Structural Equation Modeling.
- Sarafino, E.P. dan Timothy, W.S. (2011). Health Psychology Biopsychosocial Interactions 7th edition. United States of America.
- Salzman, J. (1991). "Green labels for consumers." *OECD Observer*, Vol. 169, April/May, pp. 28-30.
- Schlegelmilch, B.B., Bohlen, G.M. and Diamantopoulos, A. (1996), "The Link between Green Purchasing Decisions and Measures of Environmental Consciousness." *European Journal of Marketing*, Vol. 30, No. 5, pp. 35-55.
- Schmitt, B. H. (2003). "Customer Experience Management: A revolutionary approach to connecting with your customer," New Jersey: John Wiley and Sons, Inc, pp. 18).
- Sekaran, U. dan R. Bougie. (2013). Research Methods for Business: a Skill Building Approach, 5th ed. pp. 225, Chicester, West Sussex, UK: John Wiley and Sons, Ltd.
- Sekaran, U. dan R. Bougie. (2016). Research Methods for Business. 7th edition. John Wilet & Sons Ltd. Chicester.
- Sen, S., Zeynep, G.C., dan Vicki, M. (2001). "Withholding consumptions: a social dilemma perspective on consumer boycotts." *Journal of Consumer Research*, Vol. 28, No. 3, pp. 399-417.
- Schiffman dan Kanuk. (2008). Perilaku Konsumen edisi 7. Jakarta: Indeks.
- Shabecoff, P. (1993). "A Fierce Green Fire: The American Environmental Movement." Hill and Wang Publishers, New York, NY.



- Sheth, J.N., Sethia, N.K., dan Srinivas, S. (2011). Mindful consumptions: a customer-centric approach to sustainability. *Journal of Academy of Marketing Science*, Vol. 39, No. 1, pp. 21-39.
- Sheltzer, L., Stackman, R.W., dan Moore, L.F. (1991). "Business environment attitudes and the new environmental paradigm." *Journal of Environmental Education*, Vol. 22, Summer, pp. 14-21.
- Siagian, S.P. (2002). "Kiat Meningkatkan Produktivitas Kerja." Jakarta: Rineka Cipta.
- Suchard, H.T., dan Polonski, M.J. (1991). "A theory of environmental buyer behaviour and its validity: The environmental Action-Behaviour Model." In Gilly, M.C. (Ed.). American Marketing Association, AMA Summer Educators' Conference Proceedings, Chicago, IL, pp. 187-201.
- Sugiyono. (2014). Metode Penelitian Bisnis. Bandung: Alfabeta.
- Sugiyono. (2012). Memahami Penelitian Kualitatif. Bandung: Alfabeta.
- Sugiyono. (2015). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Tiwari, J. (2013). "Green marketing in India: an overview." *Journal of Business and Management*, pp. 33-40.
- Tjiptono, F. (2012). Strategi Pemasaran edisi 3. Yogyakarta: Andi.
- Zhao, H., Gao, Q., Wu, Y., Wang, Y., dan Zhu, X. (2014). "What affects green consumer behaviour in China? A case study of Qingdao", *Journal of Cleaner Production*, Vol. 63, No. 1, pp. 143-151.