

## DAFTAR PUSTAKA

- Aertsens, J., Verbeke, W., & Huylenbroeck, G. V. 2009. *Personal Determinants of Organic Food Consumption. A Review*. British Food Journal, 111(10): 1140–1167.
- Aitken, R., Watkins, L., Williams, J., & Kean, A. 2020. *The Positive Role Of Labelling On Consumers' Perceived Behavioural Control And Intention To Purchase Organic Food*. Journal of Cleaner Production. Volume 255.
- Ajzen, I., & Fishbein, M. 2005. *The Influence of Attitudes On Behavior*. Mahwah, NJ: Lawrence Erlbaum Associates
- Ajzen, Icek. 2006. *Prediction of Leisure Participation from Behavioral, Normative and Control Beliefs: An Application of Theory of Planned Behavior*. Leisure Sciences, 13, 185 – 204.
- Alalwan, A. A. 2018. *Investigating the impact of social media advertising features on customer purchase intention*. International Journal of Information Management, 42, 65-77.
- Aman, A.H.L., Amran H., and Zuhail H. 2012. *The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable*. British Journal of Arts and Social Sciences. Vol. 7.No. 2. pp. 145-167.
- Anindita, C. K., 2019. *Analisis Model Harga Hedonik Beras Hitam Di Toko Modern Daerah Istimewa Yogyakarta*, Yogyakarta: Universitas Gadjah Mada
- Apridamayanti, Pratiwi., Pratiwi, Rarastoeti., Purwestri, Yekti Asih., Tunjung, Woro Anindito Sri., and Rumiayati. 2017. *Anthocyanin, Nutrient Contents, and Antioxidant Activity of Black Rice Bran of Oryza sativa L. 'Cempo Ireng' from Sleman, Yogyakarta, Indonesia*. Indonesian Journal of Biotechnology Volume 22(1), 49 – 54.
- Artaya, P., & Purworusmiardi, T. 2019. *Efektifitas Marketplace Dalam Meningkatkan Konsentrasi Pemasaran dan Penjualan Produk Bagi UMKM Di Jawa Timur*. DOI: 10.13140/RG.2.2.10157.95206
- Astawan, Made, Wresdiyati, Tutik. 2004. *Diet Sehat dengan Makanan Berserat*. Solo: Tiga Serangkai.

- Asosiasi Penyelenggara Jasa Internet Indonesia. 2020. *Laporan Survei Internet APJII 2019 – 2020*. [Online]  
Available at: <https://apji.or.id/survei> [Diakses 23 November 2020].
- Badan Pusat Statistik, 2018. *Pengeluaran untuk Konsumsi Penduduk Indonesia per Provinsi Berdasarkan Susenas 2018*, Jakarta: Badan Pusat Statistik.
- Baker, Pickett J., Ozaki Ritsuko. 2008. *Pro – Environmental Products: Marketing Infulence on Consumer Purchase Decision*, Journal of Consumer Marketing vol 25 Iss 5 pp. 281-293.
- Basu Swastha, Hani Handoko. 2011. *Manajemen Pemasaran-Analisis Perilaku Konsumen*. Yogyakarta: BPF.
- Cahyarani, Inas. 2018. *Pengaruh Gaya Hidup Sehat, Sikap Konsumen dan Persepsi Harga terhadap Niat Pembelian Produk Makanan Organik*. Yogyakarta: Fakultas Ekonomi Universitas Negeri Yogyakarta
- Chen, F. M. 2016. *Attitude Toward organic foods among Taiwanese as related to health consciousness environmental attitudes, and the mediating effects of a healthy lifestyle*. British Food Journal Vol III No 2, 2009 pp 165-178.
- Hee, Kim Y., Chung, Jae E. 2011. *Consumer purchase intention for organicpersonal care products*, Journal of Consumer Marketing 28 (1), pp. 40– 4
- Cooper, Donald R. dan Pamela S. Schindler. 2006. *Metode Riset Bisnis*, Volume 1. Edisi Sembilan. Jakarta: McGraw-Hill Irwin.
- D'Souza. 2006. *Green Products and Corporate Strategy an Empirical Investigation*. Society and Business Review. Vol. 1, No. 2. Pp 144-157
- Devi, L. K. 2019. *Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee*. Surabaya: Universitas Islam Negeri Sunan Ampel Surabaya.
- Djafarova, E. & Bowes, T. 2020. *Instagram made Me buy it': Generation Z impulse purchases in fashion industry*. Journal of Retailing and Consumer Services. Volume 59
- Farahin, Ainul Binti Abdullah dan Erry Yulian Triblas Adesta. 2015. *Implementation Of Functional Analysis Using Value Engineering (VAVE)*. ARPN Journal of Engineering and Applied Sciences Vol. 10.

- Fraj, E., dan Martinez, E. 2006. *Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis*. Journal of Consumer Marketing, 23(3), 133-144.
- Ghozali dan Fuad, 2006, *Structural Equation Modeling. Teori, Konsep dan Aplikasi*, Semarang: Badan Penerbit Universitas Diponegoro.
- Goldstein, 2018. *Indonesia Rice Market Outlook, Research Report: Industry Analysis, Size, Trends, Growth, Share, Demand, Segmentation, Market Overview, & Forecast 2017- 2025*, Jakarta: Goldstein.
- Gracia, A. Magistris, T. 2007. *Organic Food Product Purchase Behaviour: A Pilot Study for Urban Consumers in the South of Italy*. Spanish Journal of Agricultural Research, 5(4): 439–451.
- Gummerus, J., Liljander, V., Weman, E., Pihlstrom, M., 2012. *Customer engagement in a Facebook brand community*. Manag. Res. Rev. 35 (9), 857–877.
- Gupta, Ruchi, Kishore, Nawal, Verma, DPS. 2015. *Impact of Celebrity Endorsement on Consumers Purchase Intention: A Study of Indian Consumer*. Australian Journal of Business And Management Research, Vol. 5. pp. 1-15.
- Hair., Anderson., and Black., 2014. *Multivariate Data Analysis*, 7th Edition, New York: Prentice Hall International Inc.
- Hao, Y., Liu, H., Chen, H., Sha, Y., Ji, H., Fan, J. 2019. *What affect consumers' willingness to pay for green packaging? Evidence from China*. Resources, Conservation & Recycling 141 pp 21–29.
- Hogg, A.M., Vaughan, M.G. 2005. *Introduction to Social Psychology*. Australia: National Library of Australia Pearson Education Australia.
- Hooper, D, C., and Mullen, M.R. 2008. *Structural Equation Modelling: Guidelines for Determining Model Fit*. The Electronic Journal of Business Research Methods Vol. 6, No. 1.
- Hudson, S., Huang, L., Roth, M.S., 2016. *The influence of social media interactions on consumer–brand relationships: a three-country study of brand perceptions and marketing behaviors*. Int. J. Res. Mark. 33 (1), 27–41.
- Indarto, Rossi Prasetya. 2011. *Analisis Preferensi Konsumen Terhadap Bundling Kartu GSM dengan Smartphone*. Tesis: Universitas Indonesia.

- Joshi, Yatish dan Zillur Rahman. 2015. “*Factors Affecting Green Purchase Behavior and Future Research Directions.*” *International Strategic Management Review*, Vol. 3, hlm. 128-143.
- Joshi, Yatish dan Zillur Rahman. 2016. *Predictors of Young Consumer’s Green Purchase Behavior.* *Management of Environmental Quality: An International Journal*, Vol. 27 Issue: 4, pp 452-472.
- Junaedi, S.M.F. 2005. *Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan.* *Jurnal Manajemen dan Bisnis*, 9 (2), 189-201.
- Jung, J., Kim S. J., Kim, K. H., 2020. *Sustainable Marketing Activities Of Traditional Fashion Market And Brand Loyalty.* *Journal of Business Research* 120. 204-301.
- Ki, C. W., Cuevas, L. M., Chong, S. M., dan Lim, H. 2020. *Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs.* *Journal of Retailing and Consumer Services*, Elsevier, vol. 55
- Kim, D.J., Ferrin, D.L., Rao, H.R. 2008. *A Trust-Based Consumer Decision-Making Model In Electronic Commerce: The Role Of Trust, Perceived Risk, and Their Antecedents.* *Decis Support Syst*, 44, 544–564.
- Kristamtini., Widyayanti, Setyorini., dan Sutarno. 2011. *Partisipasi Petani Dalam Pelestarian Padi Beras Hitam Lokal Spesifik Wilayah Agroklimat Serta Keragamannya.* *Prosiding Seminar Nasional PPSL 2011.*
- Kotler, P. & Keller, K., 2008. *Manajemen Pemasaran.* 13rd penyunt. Jakarta: Erlangga.
- Kotler, P. & Keller, K., 2010. *Manajemen Pemasaran.* 13rd penyunt. Jakarta: Erlangga.
- Kumar, P. dan B.M Ghodeswar. 2017. *Factors Affecting Consumers’ Green Product Purchase Decisions.* *Marketing Intelligence & Planning*. Vol. 33, No. 3, 330-347
- Kurniasari, M. & Budiatmo, A. 2018. *Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang.* *Jurnal*

Administrasi Bisnis Volume 7, pp. 25-31.

- Laroche, et.al. 2005. *The influence of country image structure on consumer evaluations of foreign products*. Journal of Marketing Research. 22(1).
- Lai, Carman K.M. dan Eddie W.L. Cheng. 2016. "Green Purchase Behavior of Undergraduate Students in Hongkong." The Social Science Journal, Vol. 53 Issue 1 hlm. 67-76.
- Leber, Marjan, dkk. 2014. *Value Analysis as an Integral Part of New Product Development*. Procedia Engineering Volume 69 (2014) Hal. 90-98
- Logan, Kelty et al. 2012. *Facebook versus television: advertising value perceptions among females*. Journal of Research in Interactive Media, Vol. 6 Iss: 3 pp. 164 – 179.
- Mersey, R.D., Malthouse, E.C., Calder, B.J., 2010. *Engagement with online media*. J. Media Bus. Stud. 7 (2), 39–56.
- Mas'od, A., & Chin, T. A. 2014. *Determining Socio-Demographic, Psychographic and Religiosity of Green Hotel Consumer in Malaysia*. Procedia - Social and Behavioral Sciences, 130, 479–489.
- Mayrowani, Henny. 2012. *Pengembangan Pertanian Organik Di Indonesia*. Jurnal Pusat Sosial Ekonomi Dan Kebijakan Pertanian. Volume 30 No 2: 91-108.
- Maxwell, D, McLevin, M.A. Klemeser, M. Rull, S. Moris dan C. Aliadeke. 2000. *Urban Livelihoods and Food Nutrition Security in Greater Accra, Ghana*. IFPRI in Colaborative with Noguchi Memorial for Medical research and World Health Organization. Research Report. No. 112. Washington D.C.
- McClure, C., & Seock, Yoo-Kyoung. 2020. *The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention*. Journal of Retailing and Consumer Services 53.
- Michaelidou, N. dan Hassan, L. M. 2008. *The Role of Health Consciousness foods safety concern and ethical identity on attitudes and intention towards organic foods*, International Journal of Consumer Studies, 32: 163-170
- Pengkumsri, N., Chaiyasut C., Saenjum C., Sirilun S., Peerajan S., Suwannalert P., Sirisattha S., and Sivamaruthi. 2015. *Physicochemical and*

- Antioxidative Properties of Black, Brown, and Red Rice Varieties of Northern Thailand.* Journal of Food Science Technology, Campinas.
- Perlinger, M., 2016. *Impact of Healthy Food Labels on Consumer*, Nebraska: Dissertations and Theses in Agricultural Economics.
- Priyatno, Dwi. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*, Yogyakarta: Gaya Media
- Purwanto, E., 2016. *Ini Dia Berbagai Manfaat Beras Hitam*. [Online] Available at: <https://uns.ac.id/id/uns-update/ini-dia-berbagai-manfaat-beras-hitam.html> [Diakses 6 Juli 2019].
- Putra, Ryza Pradana. 2014. *Analisis Penetapan Harga Jual Beras Merah Organik di CV. Jatiluwih Red Rice, Kabupaten Tabanan, Provinsi Bali*. Universitas Brawijaya.
- Putri, A. A., 2019. *Pemodelan Sistem Saluran Pemasaran Beras Hitam Di Daerah Istimewa Yogyakarta*, Yogyakarta: Universitas Gadjah Mada.
- Putri, Y. R., 2019. *Pengembangan Strategi Pemasaran Beras Hitam Lokal Daerah Istimewa Yogyakarta Sebagai Pangan Fungsional*, 2019: Universitas Gadjah Mada.
- Potabenko, M. 2004. Research On Environmental Awareness In Ukraine.
- Rashid, R.N.A. 2009. Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*.4(8), 132-41.
- Rini, A. S., Sukaatmadja, I., & Giantari, I. A. (2017). Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Sikap Dan Niat Beli Produk Hijau "The Body Shop" Di Kota Denpasar. *E Jurnal Ekonomi dan Bisnis Universitas Udayana*, 137-166.
- Rudyanto. 2018. Pengaruh Pemasaran Jejaring Media Sosial dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen. *Jurnal Manajemen dan Pemasaran Jasa* Vol. 11. 177-200
- Sarker, M.A.H., Begum, S., 2013. *Marketing Strategies for Tourism Industry in Bangladesh: Emphasize on Niche Market Strategy for Attracting Foreign Tourists*, *International Refereed Research Journal*, Vol. IV.
- Schiffman, L. G. & Kanuk, L. L., 2010. *Consumer Behaviour*. New Jersey: Prentice Hall.

- Schmid, S. Grosche, P., Mayrhofer. U. 2016. *Configuration And Coordination Of International Marketing Activities*. International Business Review 25. 535-547.
- Scypa, P. 2006. *Lingkungan Pemasaran dan Povedenie Potrebiteľskoe Russian Markets*. Ekonomi dan Manajemen: Current Issues and Perspectives, 2 (7), pp: 156-159.
- Setyanti, C. A., 2015. *Beras Merah, Cokelat dan Hitam, Mana Paling Sehat?*. [Online] Available at: <http://www.cnnindonesia.com/gaya-hidup/20150324133555-262-41425/beras-merah-cokelat-dan-hitam-mana-paling-sehat/> [Diakses 15 Februari 2019].
- Sinnappan, P., & Rahman, A. A. 2011. *Antecedent of Green Purchasing Behavior among Malaysian Consumer*. international business management, 129-139.
- Singh,A.,Verma,P., 2017. Factors Influencing Indian Consumers' Actual Buying Behavior Toward Organic Food Products. J.Clean.Prod.167,473–483.
- Siringi, R. (2012). *Determinants of Green Consumer Behavior of Post graduate Teachers*. IOSR Journal of Business Management, 6(3), 19–25.
- Smith, C. W. & Dilday, R. H., 2003. *Rice : Origin, History, Technology, and Production*. New Jersey: John Willey & Sons.
- Smith, R. (2011). *The Environmental Sustainability of Paper*. Graduate Study Journal Of Organizational Dynamics, Article 4.
- Snowball, Jeanette D. 2008. *Measuring The Value of Culture Methods and Examples in Cultural Economics*. Springer, Berlin.
- Sriyanto, S. 2010. *Panen Duit Dari Bisnis Padi Organik*. AgroMedia Pustaka. Jakarta.
- Stanton, William J. 2012. *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Suardi, Didi. 2009. *Beras Hitam, Pangan Berkhasiat yang Belum Populer*. Warta Penelitian dan Pengembangan Pertanian Vol. 31 No. 2, 2009.
- Sugiarta, I. M., Eka Sulistyawati, I Wayan Santika. 2017. *Pengaruh Alat Pemasaran Hijau Terhadap Perilaku Pembelian Konsumen*. Prosiding Seminar Nasional AIMI. ISBN: 978-602-98081-7-9
- Suki, N.M. 2013. *Green Products Purchases: Structural Relationships of Consumer Perception of Ecolabel, Eco-brand, and Environmental*

*Advertisement*. Journal of Sustainability Science and Management, Vol.8,  
Pp. 1-10

Sumarwan, Ujang. 2011. *sumarw. Riset Pemasaran dan Konsumen*. Bogor: IPB Press

Tarkiainen, A. and Sundqvist, S. 2005. *Subjective Norms, Attitude and Intention of Finnish Consumers in Buying Organic Food*. British Food Journal, 107(11), pp. 808-822

Taylor, D.G., Lewin, J.E. and Strutton, D. 2011. *Friends, fans, and followers: do ads work on social networks*. Journal of Advertising Research, Vol. 51 No. 1, pp. 258- 75.

Tsen, C.-H., Phang, G., Hasan, H., dan Buncha, M. R. 2006. *Going green: A study of consumers willingness to pay for green products in Kota Kinabalu*. International Journal of Business and Society, 7(2), 40-54.

Waskito, Jati., Witono, Banu. 2016. *Model Meningkatkan Niat Beli Produk Hijau: Sebuah Pendekatan Strategik*. Jurnal Ekonomi dan Bisnis 17(3):1

Wijaya, T., 2017. *Nilai Orientasi Alami Manusia dan Pengetahuan Organik Sebagai Determinan Perilaku Beli Pangan Organik*. Jurnal Siasat Bisnis, Vol. 21, No 2, 2017, 161-180.

Wijaya, T., 2013. *Sikap terhadap Makanan Organik, Norma Subjektif, Kontrol Perilaku Konsumen Makanan Organik: Konsep dan Pengukuran*. Jurnal Ilmu Sosial dan Ekonomi.

Wijayanto, Setyo Hari. (2008). *Structural Equation Modeling 8.8*. Yogyakarta: Graha Ilmu

Williams, Jerome D., Crockett, David, Harrison, Robert L., Kevin D. Thomas. 2012. *The Role Of Food Culture And Marketing Activity In Health Disparities*. Journal Preventive Medicine 55. 382-386

Winarti, Sri. 2010. *Makanan Fungsional*. Surabaya: Graha Ilmu

Wuryandani, Shafira., Ismoyowati, Dyah., dan Nugrahini, Arita Dewi. 2015. *STP Analysis in Marketing Pigmented Rice as Functional Food*. ICoA Conference Proceedings, 7 – 9 November 2015.

Yadav, R., Pathak, G.S., 2016. *Intention to Purchase Organic Food Among Young Consumers: Evidences From a Developing Nation*. Appetite 96, 122-128

- Yang, D.S., Lee, K.S., Jeong, O.Y., Kim, K.J. dan Kays, S.J. 2008. *Characterization of volatile aroma compounds in cooked black rice*. *Journal of Agricultural and Food Chemistry* 56: 235-240.
- Zhang, Ming Wei., Zhang, Rui Feng., Zhang, Fang Xuan., and Liu, Rui Hai. 2010. *Phenolic Profiles and Antioxidant Activity of Black Rice Bran of Different Commercially Available Varieties*. *Journal of Agricultural and Food Chemistry* (2010) 58: 7580-7587.
- Zhang, G., Zhao,Z., 2012. *Green packaging management of logistics enterprises*. *Phys. Procedia* 24, 900–905