

## DAFTAR PUSTAKA

- \_\_\_\_\_. (2015), “Konsumen Penentu Masa Depan Hutan Alam Indonesia”, WWF. Tersedia di: <http://www.wwf.or.id/?31722/wwf-konsumen-penentu-masa-depan-hutan-alam-indonesia>, diakses tanggal 1 april 2015.
- \_\_\_\_\_. (2015), “Masyarakat-indonesia-belum-berperilaku-ramah-lingkungan”, CPPS Online. Tersedia di: <http://www.cpps.or.id/content/masyarakat-indonesia-belum-berperilaku-ramah-lingkungan-2#sthash.8mW1aPst.dpuf>, diakses tanggal 1 april 2015.
- \_\_\_\_\_. (2015), “Ekolabel dan Peningkatan Daya Saing Produk”, Indonesia Green Product. Tersedia di: <http://www.indonesiagreenproduct.com/ekolabel-dan-peningkatan-daya-saing-produk/>, diakses tanggal 1 Agustus 2015.
- \_\_\_\_\_. (2016), “2012 Ecological Footprint and biocapacity results for all countries”, Global Footprint Networks. tersedia di [http://www.footprintnetwork.org/en/index.php/GFN/page/public\\_data\\_package](http://www.footprintnetwork.org/en/index.php/GFN/page/public_data_package), diakses tanggal 30 september 2016.
- Aguilar-Luzón, M. d. C., García-Martínez, J. M. Á., Calvo-Salguero, A., & Salinas, J. M. (2012), “Comparative study between the theory of planned behavior and the value-belief-norm model regarding the environment, on Spanish housewives' recycling behavior,” *Journal of Applied Social Psychology*, 42(11), 2797-2833.
- Ajzen, I., & Fishbein, M (1980), *Understanding attitude and predicting social behavior*, Englewood Cliffs, NJ: Prentice- Hall.
- Ajzen, I (1985), *From intentions to actions: A theory of planned behavior*, Berlin Heidelberg: Springer.
- Ajzen, I. (1991), “The theory of planned behavior,” *Organizational Behavior and Human Decision Processes*, 50 (2), 179-211.
- Ajzen, I. (2002), “Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior”, *Journal of Applied Social Psychology*, 32, 665-683.
- Ajzen, I .(2005), *Attitudes, personality and behavior*, 2<sup>nd</sup> ed. Maidenhead, England: Open University Press.
- Ajzen, I (2011), “Frequently asked questions”. Tersedia di: <http://people.umass.edu/aizen/faq.html>, diakses pada tanggal 12 Mei 2015.

- Albert, D. (2011), "*Trade and why it makes us uncomfortable: Addressing some common concerns in embracing free trade*". Tersedia di: [https://sa.rochester.edu/jur/issues/fall2011/albert\\_eco.pdf](https://sa.rochester.edu/jur/issues/fall2011/albert_eco.pdf), diakses pada tanggal 12 Mei 2015.
- Aman, A.H.L., Harun, A., & Hussein, Z. (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*, 7 (11), 145–167.
- Abamecha, F., Godesso, A., & Girma, E. (2013), "Intention to voluntary HIV counseling and testing (VCT) among health professionals in Jimma zone, Ethiopia: the theory of planned behavior (TPB) perspective," *BMC public health*, 13(1), 140.
- Amyx D, De Jong P, Lin X, Chakraborty G, & Wiener L, (1994), "Influencers of purchase intentions for ecologically safe products: An exploratory study," *Marketing Theory and Applications, Proceedings on the 1994 AMA Winter Educators Conference*, 341–347.
- Angelovska, J., Sotiroska, S. B., & Angelovska, N. (2012), "The impact of environmental concern and awareness on consumer behaviour," *Journal of International Environmental Application and Science*, 7 (2), 406-416.
- Arcury, T. (1990), "Environmental attitude and environmental knowledge. *Human organization*, 49(4), 300-304.
- Armitage, C. J., & Conner, M. (2001), "Efficacy of the theory of planned behaviour: A meta-analytic review", *British Journal of Social Psychology*, 40(4), 471-499.
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., & Shepherd, R. (2008), "Predicting intentions to purchase organic food: The role of affective and moral attitudes in the theory of planned behaviour," *Appetite*, 50(2), 443-454.
- Azwar, S. (2006), *Penyusunan Skala Psikologi*, Yogyakarta: Pustaka Pelajar
- Bagozzi RP, Yi Y., & Baumgartner J. (1990), "The level of effort required for behaviour as a moderator of the attitude-behaviour relation," *European Journal of Social Psychology*, 20:45–59.
- Bagozzi, R. P., Wong, N., Abe, S., & Bergami, M. (2000), "Cultural and situational contingencies and the theory of reasoned action: Application to fast food restaurant consumption," *Journal of Consumer Psychology*, 9, 97–106.

- Balderjahn, I. (1988), "Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns," *Journal of business Research*, 17(1), 51-56.
- Bamberg, S. (2003), "How does environmental concern influence specific environmentally related behaviors? A new answer to an old question," *Journal of Environmental Psychology*, 23 (1), 21-32.
- Bamberg, S., & Möser, G. (2007), "Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour," *Journal of Environmental Psychology*, 27(1), 14-25.
- Bang, H. K., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000), "Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory," *Psychology & Marketing*, 17(6), 449-468.
- Barber, N., Taylor, C., & Strick, S. (2009), "Wine consumers' environmental knowledge and attitudes: Influence on willingness to purchase," *International Journal of Wine Research*, 1 (1), 59-72.
- Barnaby, D. J., & Reizenstein, R. C. (1976), "Attitudes Toward Energy Consumption: Segmenting the Gasoline Market," *ACR North American Advances*, 2 (3), 33-41.
- Beck, L., & Ajzen, I. (1991), "Predicting dishonest actions using the theory of planned behavior," *Journal of Research in Personality*, 25 (3), 285-301.
- Bedrous, A.V. (2007), "Environmental Concern and Pro-environmental Behaviours: The Relationship Attitudes, Behaviours, and Knowledge," Department of Sociology, University of Nebraska-Lincoln.
- Bentler, PM & Chou, CH. (1987), "Practical issues in structural modeling.," *Sociological Methods & Research*, 16:78-117.
- Bertrandias, L., & Elgaaied-Gambier, L. (2014), "Others' environmental concern as a social determinant of green buying," *Journal of Consumer Marketing*, 31(6/7), 417-429.
- Best, H. (2010), "Environmental Concern and the Adoption of Organic Agriculture," *Society & Natural Resources*, 23, (5), 451-468.

- Biel, A. & Thøgersen, J. (2007), "Activation of social norms in social dilemmas: a review of the evidence and reflections on the implications for environmental behaviour", *Journal of Economic Psychology*, Vol. 28, Issue 1, pp. 93-112.
- Black, J. S., P. C. Stern, & J. T. Elworth. (1985), "Personal and Contextual Influences on Household Energy Adaptations," *Journal of Applied Psychology* 70 (1), pp. 3-21.
- Bagot, K. L., Masser, B. M., & White, K. M. (2015), "Using an extended theory of planned behavior to predict a change in the type of blood product donated," *Annals of Behavioral Medicine*, 49(4), 510-521.
- Bohner, G., & Schwarz, N. (2001), "Attitudes, persuasion, and behavior," *Blackwell handbook of social psychology: Intra Individual Processes*, 413-435.
- Botetzagias, I., Dima, A. F., & Malesios, C. (2015), "Extending the Theory of Planned Behavior in the context of recycling: the role," *Human Ecology Review*, 18(1), 30.
- Byrne, B. M. (2010), *Structural equation modelling with AMOS; basic concepts, applications and programming*. New York: Taylor and Francis Group, LLC
- Chaffee, S. H., & Roser, C. (1986), "Involvement and the consistency of knowledge, attitudes, and behaviors," *Communication research*, 13(3), 373-399.
- Chan, L., & Bishop, B. (2013), "A moral basis for recycling: Extending the theory of planned behaviour," *Journal of Environmental Psychology*, 36, 96-102.
- Chan, R. (1999), "Environmental attitudes and behavior of consumers in China: survey findings and implications," *Journal of International Consumer Marketing*, 11 (4), 25-52.
- Chan, R. Y. (2001), "Determinants of Chinese consumers' green purchase behavior," *Psychology & Marketing*, 18 (4), 389-413.
- Chan, R. Y. K., & Yam, E. (1995), "Green movement in a newly industrializing area: a survey on the attitudes and behaviour of the Hong Kong citizens," *Journal of Community & Applied Social Psychology*, 5 (4), 273-284.
- Chan, R. Y., & Lau, L. B. (2000), "Antecedents of green purchases: a survey in China," *Journal of Consumer Marketing*, 17 (4), 338-357.

- Chan, R. Y., & Lau, L. B. (2002), "Explaining green purchasing behavior: A cross-cultural study on American and Chinese consumers," *Journal of International Consumer Marketing*, 14(2-3), 9-40.
- Chan, T. S. (1996), "Concerns for environmental issues and consumer purchase preferences: A two-country study," *Journal of International Consumer Marketing*, 9 (1), 43-55.
- Chang, M. K. (1998), "Predicting unethical behavior: a comparison of the theory of reasoned action and the theory of planned behavior," *Journal of Business Ethics*, 17(16), 1825-1834.
- Cheah, I., & Phau, I. (2011), "Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation," *Marketing Intelligence & Planning*, 29(5), 452-472.
- Chen, M. F., & Tung, P. J. (2014), "Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels," *International Journal of Hospitality Management*, 36, 221-230.
- Cheng, S., Lam, T., & Hsu, H.C. (2005), "Testing the sufficiency of the theory of planned behavior: a case of customer dissatisfaction responses in restaurants," *Journal of Hospitality Management*, 24, 475-792.
- Cheung, S. F., Chan, D. K. S. & Wong, Z. S. Y. (1999), "Reexamining the Theory of Planned Behavior in Understanding Wastepaper Recycling," *Environment and Behavior*, 31, 587-612.
- Cleveland, M., Kalamas, M., & Laroche, M. (2005), "Shades of green: linking environmental locus of control and pro-environmental behaviors," *Journal of Consumer Marketing*, 22 (4), 198-212.
- Conner, M., & Armitage, C. J. (1998), "Extending the theory of planned behavior: A review and avenues for further research," *Journal of Applied Social Psychology*, 28(15), 1429-1464.
- Cooper, D., & Schindler, P. (2010), *Business research methods*, 10<sup>th</sup> edition, Boston: McGrawHill Education.
- Cook, A.J., Kerr, G.N., & Moore, K. (2002), "Attitudes and intentions towards purchasing GM food," *Journal of Economic Psychology*, 23(5), 557-572.
- Cox, D. N., Anderson, A. S., Lean, M. E., & Mela, D. J. (1998), "UK consumer attitudes, beliefs and barriers to increasing fruit and vegetable consumption," *Public Health Nutrition*, 1 (1), 61- 68.

- Cuttance, P., & Ecob, R. (2009), *“Structural modeling by example: Applications in educational, sociological, and behavioral research,”* London: Cambridge University Press.
- Dharmmesta, B.S. (2010), *“Green Marketing: Penyampaian Standar Kehidupan Yang Lebih Baik,”* Makalah pada Pidato Ilmiah menyambut Dies Natalis Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada, Yogyakarta.
- Donikini, R. (2013), *Green products and green marketing: Factors affecting consumers' purchases of green products* (Doctoral dissertation, Tennessee State University).
- Dresner, M. (1990), “Changing energy end-use patterns as a means of reducing global warming trends,” *The Journal of Environmental Education*, 21(2), 41-46.
- Dunlap, R. E., Van Liere, K. D., Mertig, A. G., & Jones, R. E. (2000), “New trends in measuring environmental attitudes: measuring endorsement of the new ecological paradigm: a revised NEP scale,” *Journal of social issues*, 56(3), 425-442.
- Dunlap, R. E., & Jones, R. E. (2002), *Environmental concern: Conceptual and measurement issues*. In R. E. Dunlap & W. Michelson (Eds.), *Handbook of environmental sociology*. Westport, CT: Greenwood Press.
- Dunn, P., & Shome, A. (2009), “Cultural cross convergence and social desirability bias: Ethical evaluations by Chinese and Canadian business students,” *Journal of Business Ethics*, 85(4), 527-543.
- Dunlap, R.E., & van Liere, K.D. (1978), “The new environmental paradigm,” *Journal of Environmental Education*, 9(4), 10-19.
- Ellen, P. (1994), “Do We Know What We Need To Know? Objective and Subjective Effects on Pro-ecological Behaviors,” *Journal of Business Research*, 30 (1), 43-52.
- Fazio, R. H., & Zanna, M. P. (1978), “Attitudinal qualities relating to the strength of the attitude-behavior relationship,” *Journal of Experimental Social Psychology*, 14(4), 398-408.
- Rsk, G. (1973), “Criteria for a Theory of Responsible Consumption,” *Journal of Marketing*, 37 (4), 24-31.
- Follows, SB., & Jobber, D. (2000), “Environmentally responsible purchase behaviour: a test of a consumer model,” *European Journal of Marketing*, 34, (5/6):723-46.



- Fransson, N., & Gärling, T. (1999), "Environmental concern: Conceptual definitions, measurement methods, and research findings," *Journal of Environmental Psychology*, 19 (4), 369-382.
- Frantz, A., & Meyer, R. (2004), Environmental Attitudes in Cross-national perspective: A multilevel analysis of the ISSP 1993 and 2000," *European Sociological Review*, 26(2), 219-234.
- Gambro, J. S., & Switzky, H. N. (1999), "Variables associated with American high school students' knowledge of environmental issues related to energy and pollution," *Journal of Environmental Education*, 30(2), 15-22.
- García, Mira R., Real Deus, E., Durán, Rodríguez M & Martínez, Romay J. (2003), "Predicting environmental attitudes and behavior," *People, places and sustainability*, 302-311.
- Giles, M., Mcclenahan, C., Cairns, E., & Mallet, J. (2004), "An application of the theory of planned behaviour to blood donation: the importance of self-efficacy," *Health education research*, 19(4), 380-391.
- Greaves, M., Zibarras, L. D., & Stride, C. (2013), "Using the theory of planned behavior to explore environmental behavioral intentions in the workplace," *Journal of Environmental Psychology*, 34, 109-120.
- Grønhøj, A & Larsen, Bech-Larsen, T (2013), "Promoting healthy eating to children: a text message (SMS) feedback approach," *International Journal of Consumer Studies*, 37(3), 250-256.
- Godin, G., Conner, M., & Sheeran, P. (2005), "Bridging the intention-behaviour gap: The role of moral norm," *British Journal of Social Psychology*, 44(4), 497-512.
- Gorsuch, R. L., & Ortberg, J. (1983), "Moral obligation and attitudes: Their relation to behavioral intentions," *Journal of Personality and Social Psychology*, 44(5), 1025-1028.
- Hair, Joseph F., William C. Black, Barry J. Babin, & Rolph E. Anderson (2010), *Multivariate Data Analysis*, Englewood Cliffs, NJ: Prentice Hall.
- Han, H., & Kim, Y. (2010), "An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior," *International Journal of Hospitality Management*, 29(4), 659-668.

- Hansla, A., Gamble, A., Juliusson, A., & Gärling, T. (2008), "Psychological determinants of attitude towards and willingness to pay for green electricity," *Energy Policy*, 36 (2), 768-774.
- Harland, P., Staats, H., & Wilke, H. A. (1999), "Explaining proenvironmental intention and behavior by personal norms and the theory of planned behavior," *Journal of applied social psychology*, 29(12), 2505-2528.
- Haron, S. A., Paim, L., & Yahaya, N. (2005), "Towards sustainable consumption: an examination of environmental knowledge among Malaysians," *International Journal of Consumer Studies*, 29(5), 426-436.
- Hines J, Hungerford H & Tomera A. (1987), "Analysis and synthesis of research on environmental behaviour: a meta-analysis," *Journal Environmental Education*, 18(2), 1-8.
- Holden, R. R. (2010), "Social desirability," *Corsini encyclopedia of psychology*.
- Hooper, Daire; Joseph Coughlan & Michael R. Mullen. (2008), "Structural Equation Modelling: Guidelines for Determining Model Fit," *The Electronic Journal of Business Research Methods*, Vol. 6, 53-60.
- House, Lisa., Lusk, Jayson., Sara, Jaeger., Bruce, Traill., Melissa, Moore., Carlotta, Valli., Bert, Morrow & Wallace, M S Yee. (2004), Objective and Subjective Knowledge: Impacts on Consumer Demand for Genetically Modified Foods in the United States and the European Union," *Proceeding American Agricultural Economics Association Annual Meeting, Denver, Colorado, August 1-4*.
- Hunecke, M., Blöbaum, A., Matthies, E., & Höger, R. (2001), "Responsibility and environment ecological norm orientation and external factors in the domain of travel mode choice behavior," *Environment and Behavior*, 33 (6), 830-852.
- Hunt, S. D. (1991), "Positivism and paradigm dominance in consumer research: toward critical pluralism and appochement," *Journal of Consumer Research*, 18, 32-44.
- Hurlock, E.B.(1993), *Psikologi Perkembangan: Suatu pendekatan sepanjang rentang kehidupan* , edisi kelima, Jakarta: Erlangga.
- Hwang, Y. H., Kim, S. I., & Jeng, J. M. (2000), "Examining the causal relationships among selected antecedents of responsible environmental behavior," *The Journal of Environmental Education*, 31 (4), 19-25.



- Ivanova, D., Stadler, K., Steen-Olsen, K., Wood, R., Vita, G., Tukker, A., & Hertwich, E. G. (2016), "Environmental impact assessment of household consumption", *Journal of Industrial Ecology*, 20(3), 526-536
- Jackson, T. (2005), "Live better by consuming less? Is there a double dividend in sustainable consumption?," *Journal of Industrial Ecology*, 9 (1-2), 19-38.
- Jezewska-Zychowicz, M., & Pilska, M. (2006), "Psychosocial determinants of using vitamin and mineral supplements among students," *Polish journal of food and nutrition sciences*, 15(2), 167.
- Jogiyanto, H.M (2008), *Pedoman Survei Kuesioner: Mengembangkan Kuesioner, Mengatasi Bias dan Meningkatkan Respon*. Yogyakarta: Badan Penerbit Fakultas Ekonomi dan Bisnis UGM dan Majelis Guru Besar UGM.
- Jo, M., Nelson, J.E., & Kiecker, P. (1997), "Model for Controlling Sosial Desirability Bias by Direct and Indirect Questioning," *Marketing Letters*, 8(4), pp.429-437.
- Junaedi, M.F.S. (2006), "Pengembangan model Perilaku Konsumen Berwawasan Lingkungan di Indonesia: Studi Perbandingan Kota Metropolitan dan Non Metropolitan," *Jurnal Ekonomi dan Bisnis Indonesia*, 21 (4) hal.399-419.
- Kaiser, F.G., Ranney, M., Hartig, T., & Bowler, P.A. (1999), "Ecological behavior, environmental attitude, and feelings of responsibility for the environment," *European Psychologist*, 4, 59-74.
- Kaiser F.G., Frick J., & Wilson, M. (2004), "Environmental knowledge and conservation behavior: exploring prevalence and structure in a representative sample," *Personality and Individual Differences*, 37, p.1597-1613.
- Kaiser, F.G., Hübner, G., & Bogner, F.X. (2005), "Contrasting the theory of planned behaviour with value belief-norm model in explaining conservation behavior," *Journal Applied Psychology*, 3510, 2150-2170.
- Kaiser, F. G. (2006), "A moral extension of the theory of planned behavior: Norms and anticipated feelings of regret in conservationism," *Personality and Individual Differences*, 41, 71-81.
- Kambuaya, Balthasar (2014), "Pola Konsumsi Masyarakat Harus Ramah Lingkungan: Mendorong pengentasan kemiskinan dan peningkatan kualitas hidup masyarakat Indonesia", *Suara Online Tersedia di* <http://www.suara.com/bisnis/2014/07/03/134508/pola-konsumsi-masyarakat-harus-ramah-lingkungan>. diakses tanggal 1 April 2015.

- Kanchanapibul, M., E. Lacka, X. Wang, H. K., & Chan. (2013), "An empirical investigation of green purchase behaviour among the young generation," *Journal of Cleaner Production*, 66, pp: 528 – 536.
- Kassarjian, H. H. (1971), "Incorporating ecology into marketing strategy: the case of air pollution," *The Journal of Marketing*, 61-65.
- Kementrian Lingkungan Hidup Republik Indonesia. (2013), "Indeks perilaku masyarakat peduli lingkungan," Laporan Survei KLH 2012, Kementrian Lingkungan Hidup Republik Indonesia, Jakarta.
- Kim, E., Ham, S., Yang, I. S., & Choi, J. G. (2013), "The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry," *International Journal of Hospitality Management*, 35, 203-213.
- Kim, Y dan Choi, SM. (2005), "Antecedents of green purchase behaviour: an examination of collectivism, environmental concern and PCE," *Advances in Consumer Research*, 32: 592–599.
- Kim, Yeonshin (2011), "Understanding Green Purchase: The Influence of Collectivism, Personal Values and Environmental Attitudes, and the Moderating Effect of Perceived Consumer Effectiveness," *Seoul Journal of Business*, Volume 17, Number 1.
- Kleinschafer, J., & Morrison, M. (2013), "Household norms and their role in reducing household electricity consumption," *International Journal of Consumer Studies*, doi:10.1111/ijcs.12066.
- Klöckner, C. A. (2013), "A comprehensive model of the psychology of environmental behavior – A meta-analysis," *Global Environmental Change*, 23(5), 1028-1038.
- Knowles, S. R., Hyde, M. K., & White, K. M. (2012), "Predictors of young people's charitable intentions to donate money: An extended theory of planned behavior perspective," *Journal of Applied Social Psychology*, 42, 2096–2110.
- Kollmuss, A., & Agyeman, J. (2002), "Mind the Gap: why do people act environmentally and what are the barriers to pro-environmental behavior?," *Environmental Education Research*, 8(3), 239-260.
- Kotler, P., & Keller, K. (2012), *Marketing Management*. New Jersey: Prentice Hall.

- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001), "Targeting consumers who are willing to pay more for environmentally friendly products," *Journal of Consumer Marketing*, 18 (6), 503-520.
- Leeming, F. C., Dwyer, W. O., & Bracken, B. A. (1995), "Children's environmental attitude and knowledge scale: Construction and validation," *Journal of Environmental Education*, 26 (3), 22-31.
- Leeuw, A., Valois, P., & Houssemand, C. (2011), "Predicting the intentions to buy fairtrade products: The role of attitude, social norm, perceived behavioral control, and moral norm," *OIDA International Journal of Sustainable Development*, 2 (10), 77- 84.
- Levine, Debra Siegel., & Strube, Michael J. (2012), "Environmental Attitudes, Knowledge, Intentions and Behaviors Among College Students," *The Journal of Social Psychology*, 152, 3, 308–326
- Lewis, W., Agarwal, R., & Sambamurthy, V. (2003), "Sources of influence on beliefs about information technology use: An empirical study of knowledge workers," *MIS Quarterly*, Vol. 27, No.4, 657-678.
- Liu, X., Wang, C., Shishime, T., & Fujitsuka, T. (2012), "Sustainable consumption: green purchasing behaviours of urban residents in China," *Sustainable Development*, 20(4), 293-308.
- Lobb, A. E., Mazzocchi, M. & Traill, W. B. (2007), "Modeling Risk Perception and Trust in Food Safety Information within the Theory of Planned Behavior," *Food Quality and Preference*, 18: 384–395.
- Lutz, R. J. (1989), "Positivism, Naturalism And Pluralism In Consumer Research-Paradigms In Paradise," *Advances in Consumer Research*, 16, 1-8.
- Magnusson, M. K., Arvola, A., Koivisto-Hursti, U.-K., Aberg, L., & Sjöde'n, P. O. (2003), "Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behaviour," *Appetite*, 40, 109–117.
- Malhotra, N. K. (2010). *Marketing research: An applied orientation*, 5<sup>th</sup> ed, India: Pearson Education.
- Mannetti, L., Pierro, A., & Livi, S. (2004), "Recycling: Planned and self-expressive behaviour," *Journal of environmental psychology*, 24(2), 227-236.

- Martin, B., & A.C. Simintiras (1995), "The Impact Of Green Product Line on The Environment: does what They Affect How They Feel?," *Journal of Marketing Intelligence & Planning*, Vol. 13, No.4, pp.16-23.
- Mayer, R. N., Scammon, D. L., & Zick, C. D. (1993), "Poisoning the well: Do environmental claims strain consumer credulity," *Advances in Consumer Research*, 20(1), 698-703.
- McDougal, C. (1993), "Tiger predatory behaviour, ecology and conservation," In *Symposia of the Zoological Society of London*, Vol. 65, pp. 105-125.
- Mei, O.J., Ling, K.C., & Piew., T.H, (2012), "The antecedents of green purchase intention among Malaysian consumers," *Asian Social Sciences Journal*, 8 (13), pp. 248–263
- Michalos, A.C., Creech, H., McDonald, C., Hatch Kahlke, P.M. (2009), "Measuring Knowledge, Attitudes and Behaviours towards Sustainable Development: two Exploratory Studies," *International Institute for Sustainable Development*, Winnipeg.
- Minton, A. P., & Rose, R. L. (1997), "The effects of environmental concern on environmentally friendly consumer behavior: An exploratory study," *Journal of Business Research*, 40(1), 37-48.
- Moisander, J. (2007), "Motivational complexity of green consumerism," *International Journal of Consumer Studies*, 31 (4), 404-409.
- Molina, María Azucena Vicente, Ana Fernández-Sáinz., & Julen Izagirre-Olaizola. (2013), "Environmental knowledge and other variables affecting pro-environmental behaviour: comparison of university students from emerging and advanced countries," *Journal of Cleaner Production*, 61, pp.130-138.
- Moon, W. & Balasubramanian, S.K (2001), "Public perceptions and willingness-to-pay a premium for non-GM foods in the US and UK," *AgBioForum*, 4(3&4): 221-231.
- Moore, S., Murphy, M., & Watson, R (1994), "A longitudinal study of domestic water conservation behavior," *Population and Environment*, 16 (2), 175–189.
- Mostafa, M. M., (2006), "Antecedents of Egyptian consumers' green purchase intentions: A hierarchical multivariate regression model," *Journal of International Consumer Marketing*, 19: 97–128.
- Mostafa, M. Mohammed (2007), "A hierarchical analysis of the green consciousness of Egyptian consumers," *Psychology and marketing*, 24 (5) 445-473.

- Mosquera, López-N., García, T., & Barrena, R. (2014), "An extension of the Theory of Planned Behavior to predict willingness to pay for the conservation of an urban park," *Journal of environmental management*, 135, 91-99.
- Neuman, W. L. (1999). *Social research methods: Qualitative and quantitative Approach*, 4<sup>th</sup>ed, Boston and New York: Pearson & Allyn Bacon.
- Newton, J. D., Tsarenko, Y., Ferraro, C., & Sands, S. (2015), "Environmental concern and environmental purchase intentions: The mediating role of learning strategy," *Journal of Business Research*, 68(9), 1974-1981.
- Notani, A. S. (1998), "Moderators of perceived behavioral control's predictiveness in the theory of planned behavior: A meta-analysis," *Journal of Consumer Psychology*, 7: 247-271.
- O'Fallon, M. J., Gursoy, D., & Swanger, N. (2007), "To buy or not to buy: Impact of labeling on purchasing intentions of genetically modified foods," *International Journal of Hospitality Management*, 26(1), 117-130.
- Onwezen, M. C., Antonides, G., & Bartels, J. (2013), "The norm activation model: An exploration of the functions of anticipated pride and guilt in pro-environmental behavior," *Journal of Economic Psychology*, 39, 141-153.
- Oskamp, S., Harrington, M. J., Edwards, T. C., Sherwood, D. L., Okuda, S. M., & Swanson, D. C. (1991), "Factors influencing household recycling behavior," *Environment and Behavior*, 23 (4), 494-519.
- Ottman, J. (1992), "Sometimes consumers will pay more to go green," *Marketing news*, 26(6), 16.
- Park, J., & Ha, S. (2014), "Understanding consumer recycling behavior: Combining the theory of planned behavior and the norm activation model," *Family and Consumer Sciences Research Journal*, 42(3), 278-291.
- Parker, D., Manstead, A. S. R., & Stradling, S. G. (1995), "Extending the theory of planned behaviour: The role of personal norm," *British Journal of Social Psychology*, 34, 127-137.
- Pettigrew, A.M. (1990), "Longitudinal field research on change: Theory and practice," *Organization Sciences*, 1, 267-292.
- Raats, M., Shepherd, R., Sparks, P. (1995), "Including moral dimensions of choice the structure of the theory of planned behavior," *Journal of Applied Social Psychology*. 25, 484-494.

- Rivis, A., Sheeran, P., & Armitage, C. J. (2009), "Expanding the affective and normative components of the theory of planned behavior: A meta-analysis of anticipated affect and moral norms," *Journal of Applied Social Psychology*, 39(12), 2985- 3019.
- Pleming, K. J. (2016), *Consumers' perceptions and attitudes towards firms' green marketing initiatives: How do they influence green consumption?* (Doctoral dissertation, Queensland University of Technology).
- Roberts, J. A., & Bacon, D. R. (1997), "Exploring the subtle relationships between environmental concern and ecologically conscious consumer behavior," *Journal of Business Research*, 40(1), 79-89.
- Rosenstock, I. M. (1974), "Historical origins of the health belief model," *Health education monographs*, 2(4), 328-335.
- Ruehe, Edzard (2015), "Konsumsi masyarakat penentu nasib produk ramah lingkungan", Antaranews Online Tersedia di, <http://www.antaranews.com/berita/480532/konsumsi-masyarakat-penentu-nasib-produk-ramah-lingkungan>, diakses tanggal 1 April 2015 Jam 9 WIB.
- Ryan, M. J. (1982), "Behavioral intention formation: The interdependency of attitudinal and social influence variables," *Journal of Consumer Research*, 9, 263-278.
- Ryu, K., & Jang, S. S. (2006), "Intention to experience local cuisine in a travel destination: The modified theory of reasoned action," *Journal of Hospitality & Tourism Research*, 30(4), 507-516.
- Sapci, O., & Considine, T. (2014), "The link between environmental attitudes and energy consumption behavior," *Journal of Behavioral and Experimental Economics*, 52, 29-34.
- Sarantakos, S. (2012), *Social research*, Chicago: Palgrave Macmillan.
- Schahn, J., & Holzer, E. (1990), "Studies of environmental concern: the role of knowledge, gender and background variables," *Environment and Behavior*, 22, 767-786.
- Scott, D., & Willits, F. K. (1994), "Environmental attitudes and behavior: A Pennsylvania survey," *Environment and behavior*, 26(2), 239-260.
- Schuhwerk, M.E., & R. Lefkoff-Hagius (1995), "Green or Non Green? Does Type of Appeal Matter When Advertising A Green Product?," *Journal of Advertising*, Vol. 24, pp.45-54.



- Schultz, P. W. (2002), "Inclusion with nature: The psychology of human-nature relations. In *Psychology of sustainable development* (pp. 61-78). Springer US.
- Sekaran, U (2010), *Research Method for Business, A Skill Building Approach*, Singapore: John Wiley & Sons Inc.
- Sheeran, P., & Orbell, S. (1999), "Implementation intentions and repeated behaviour: Augmenting the predictive validity of the theory of planned behaviour," *European Journal of Social Psychology*, 29(23), 349-369.
- Shepherd, R., Magnusson, M., & Sjöden, P. O. (2005), "Determinants of consumer behavior related to organic foods," *AMBIO: A Journal of the Human Environment*, 34(4), 352-359.
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988), "The theory of reasoned action: A meta analysis of past research with recommendations for modifications and future research," *Journal of Consumer Research* 15, 325-343.
- Simmons, Deborah., & Ron Widmar (1990), "Motivations and Barriers to Recycling: Toward a Strategy for Public Education," *Journal of Environmental Education*, 22, 13-18.
- Simms, J. R. (2002), "Volitional Behavior," *Principles of Quantitative Living Systems Science*, 193-229.
- Sparks, P., & Shepherd, R. (1992), "Self-identity and the theory of planned behavior: Assesing the role of identification with" green consumerism," *Social Psychology Quarterly*, 388-399.
- Sparks, P., Shepherd, R., Wieringa, N., & Zimmermanns, N. (1995), "Perceived behavioural control, unrealistic optimism and dietary change: An exploratory study," *Appetite*, 24(3), 243-255.
- Spears, N. & Singh, N (2004), "Measuring attitude toward the brand and purchasing intention," *Journal of current Issues and Research in Advertising*, Vol.26, No.2, pp.53-66.
- Steg, L., De Groot, J. I., Dreijerink, L., Abrahamse, W., & Siero, F. (2011), "General antecedents of personal norms, policy acceptability, and intentions: The role of values, worldviews, and environmental concern," *Society and Natural Resources*, 24 (4), 349-367.

- Steg, L., & Vlek, C. (2009), "Encouraging pro-environmental behaviour: An integrative review and research agenda," *Journal of environmental psychology*, 29(3), 309-317.
- Stern, P. C. (2000), "New environmental theories: toward a coherent theory of environmentally significant behavior," *Journal of social issues*, 56(3), 407-424.
- Stern, P. C., Dietz, T., & Guagnano, G. A. (1995), "The New Ecological Paradigm in Socialpsychological Context," *Environment and Behavior*, 27(6), 723-743.
- Sudiyanti, S. (2009), "Predicting women purchase intention for green food products in Indonesia, Tersedia: [https://brage.bibsys.no/xmlui/bitstream/handle/11250/135342/Sudiyanti%20S diyanti.pdf?sequence=1](https://brage.bibsys.no/xmlui/bitstream/handle/11250/135342/Sudiyanti%20S%20diyanti.pdf?sequence=1), diakses 24 Maret 2016.
- Susanto, A.B. (2003), "Membumikan Gerakan Hijau, Majalah Dzon, Edisi No. 5, tersedia di [http://keuanganlsm.com/ Shepherd, gerakanhijau?#stahash.alkIG alkIGSFU.dpuf](http://keuanganlsm.com/Shepherd_gerakanhijau?#stahash.alkIGalkIGSFU.dpuf), diakses 24 Juni 2015.
- Takahashi, B., & Selfa, T. (2015), "Predictors of pro-environmental behavior in rural American communities," *Environment and Behavior*, 47(8), 856-876.
- Tang, Zhongjun; Xiaohong, Chen., & Jianghong, Luo. (2011), "Determinan Socio-psychological Drivers for Rural Household Recycling in Developing Country: A Case Study from Wuhan, Hunan, China," *Environmental and Behavior*, Vol 43, No.6, 192-204.
- Tanner, C., & Kast, S.W. (2003), "Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers," *Psychology & Marketing*, 20 (10), 883-902.
- Thøgersen, J., & Olander, F., (2006), "To what degree are environmentally beneficial choices reflective of a general conservation?," *Environmental & Behaviors*, 384 (4), 550-569.
- Thøgersen, J. (2002), "Direct experience and the strength of the personal norm-behavior relationship," *Psychology & Marketing*, Vol. 19 No. 10, pp. 881-93.
- Tilikidou, I. (2007), "The effects of knowledge and attitudes upon Greeks' pro-environmental purchasing behaviour," *Corporate Social Responsibility and Environmental Management*, 14 (3), 121-134.

- Tonglet, M., Phillips, P.S., & Bates, M.P. (2004), "Determining the drivers for householder pro-environmental behaviour: waste minimisation compared to recycling," *Resources. Conservations Recycle*, 42, 27-48.
- Trafimow, D., & Finlay, K. A. (1996), "The importance of subjective norms for a minority of people: Between subjects and within-subjects analyses," *Personality and Social Psychology Bulletin*, 22(8), 820-828.
- Trinh, L., Plotnikoff, R. C., Rhodes, R. E., North, S., & Courneya, K. S. (2012). Correlates of physical activity in a population-based sample of kidney cancer survivors: an application of the theory of planned behavior. *International Journal of Behavioral Nutrition and Physical Activity*, 9(1), 96.
- Trivedi, R. H., Patel, J. D., & Savalia, J. R. (2011). "Pro-environmental behavior of consumers: A taxonomy and its implications for the green marketer," *South Asian Journal of Management*, 18(4), 121-132.
- Tsai, C. Y. (2010), "Applying the theory of planned behavior to explore the independent travelers' behavior," *African Journal of Business Management*, 4, 221-234.
- Turaga RMR, Howarth RB., & Borsuk ME. (2010), "Pro-environmental behavior-rational choice meets moral motivation," *Ecological Economics Reviews*, ISSN 0077-8923.
- Van de Mortel, TF. (2008), "Faking it: social desirability response bias in self-report research," *Australian Journal of Advanced Nursing*, Vol. 25, 4, pp. 40-48.
- Vallance, J. K., Lavalley, C. M., Culos-Reed, N. S., & Trudeau, M. G. (2012), "Physical activity is associated with clinically important differences in health-related quality of life among rural and small-town breast cancer survivors," *Supportive Care in Cancer*, 20(5), 1079-1087.
- Vermeir, I., & Verbeke, W. (2008), "Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values," *Ecological Economics*, 64: 542-553.
- Wackernagel, Mathis & Judith, Silverstein. (2000), "Big Things First: Focusing on the Scale Imperative with the Ecological Footprint," *Ecological Economics* 32:391-394.
- Wahid, N.A., Rahbar, E & Shyan, T. S.. (2011), "Factors Influencing the Green Purchase Behavior of Penang Environmental Volunteers," *International Business Management*, 5 (1), pp: 38 – 49.

- Wang, J., & Ritchie, B. W. (2012), "Understanding accommodation managers' crisis planning intention: An application of the theory of planned behaviour," *Tourism Management*, 33, 1057-1067.
- Werner, P., Schnaider-Beerli, M., Aharon, J., & Davidson, M. (2002), "Family caregivers' willingness to pay for drugs indicated for the treatment of Alzheimer's disease: an economic or psychological model?," *Dementia*, 1(1), 59-74.
- Wolf, Harrington, Clark., & Miller. (2013), "Sample Size Requirements for Structural Equation Models: An Evaluation of Power, Bias, and Solution Propriety," *Educational Psychology Measurement*, 76(6): 913-934
- Wu, S., & Lin, T. C. (2007). "Exploring knowledge sharing behavior of is personnel with theory of planned behavior," *Journal of Information Management*, 14, 75-110.
- Xiao, C., & Dunlap, R. E. (2007), "Validating a Comprehensive Model of Environmental Concern Cross-Nationally: A US-Canadian Comparison," *Social Science Quarterly*, 88 (2), 471-493.
- Yeoh, M., & Paladino, A. (2007), "Analysing the Effects of Prestige on Environmental Attitudes and Behaviours upon Low-involvement Purchases: Does Branding Matter?," *Australian and New Zealand Marketing Academy (ANZMAC) Conference 2007*, 2066-2074.