

DAFTAR PUSTAKA

- Aaker, D. A., V. Kumar, G. S. Day, and R. Leone (2007), *Marketing Research*, 10th ed. New York: John Wiley and Sons, Ltd.
- Aarts, H. B., T. Paulussen, and H. Schaalma (1997), "Physical Exercise Habit: on The Conceptualization and Formation of Habitual Health Behaviours," *Health Education Research*, Vol. 12, No. 3, pp. 363-374.
- Aarts, H. B., B. Verplanken, and A. V. Knippenberg (1998), "Predicting Behavior from Actions in The Past: Repeated Decision Making or A Matter of Habit?" *Journal of Applied Social Psychology*, Vol. 28, No. 15, pp. 1355-1374.
- Aarts, H. and A. Dijksterhuis (2003), "The Silence of The Library: Environment, Situational Norm, and Social Behavior," *Journal of Personality and Social Psychology*, Vol. 84, No. 1, pp. 18-28.
- Akers, F. C. (1968), "Negro and White Automobile Buying Behavior: New Evidence," *Journal of Marketing Research*, Vol. 5, No. 3, pp. 283-289.
- Ajzen, I. (1988), *Attitudes, Personality, and Behavior*. Milton Keynes: Open University Press.
- Ajzen, I. (1991), "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Process*, Vol. 50, pp. 179-211.
- Ajzen, I. (2001), "Nature and Operation of Attitudes," *Annual Review of Psychology*, Vol. 52, pp. 27-58.
- Ajzen, I. (2002), "Perceived Behavioral Control, Self Efficacy, Locus of Control, and The Theory of Planned Behavior," *Journal of Applied Social Psychology*, Vol. 32, pp. 665-683.
- Ajzen, I. (2005), *Attitudes, Personality, and Behavior*. Berkshire: Open University Press.
- Ajzen, I. and M. Fishbein (1980), *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I. and T. J. Madden (1986), "Prediction of Goal Directed Behavior: Attitudes, Intentions, and Perceived Behavioral Control," *Journal of Experimental Social Psychology*, Vol. 22, pp. 453-474.

- Ajzen, I. and B. L. Driver (1992), "Application of The Theory of Planned Behavior to Leisure Choice," *Journal of Leisure Research*, Vol. 24, No. 3, pp. 207-224.
- Alaraj, A. M., R. B. Chamoun, N. S. Dahdaleh, G. F. Haddad, and Y. G. Comair (2005), "Spontaneous Subdural Haematoma in Anabolic Steroids Dependent Weight Lifters: Reports of Two Cases and Review of Literature," *Acta Neurochir*, Vol. 147, pp. 85-88.
- Allahverdi-pour, H., F. Jalilian, and A. Shaghghi (2012), "Vulnerability and The Intention to Anabolic Steroids Use Among Iranian Gym Users: An Application of The Theory of Planned Behavior," *Substance Use and Misuse*, Vol. 4, pp. 309-317.
- Albarracin, D. and R. S. Jr. Wyer (2000), "The Cognitive Impact of Past Behavior: Influences on Beliefs, Attitudes, and Future Behavioral Decisions," *Journal of Personality and Social Psychology*, Vol. 79, No. 1, pp. 5-22.
- Albarracin, D., B. T. Johnson, M. Fishbein, and P. A. Muellerleile (2001), "Theories of Reasoned Action and Planned Behavior as Models of Condom Use: A Meta-Analysis," *Psychological Bulletin*, Vol. 127, pp. 142-161.
- Albarracin, D., G. T. Kumkale, and B. T. Johnson (2004), "Influences of Social Power and Normative Support on Condom Use Decisions: A Research Synthesis," *AIDS Care*, Vol. 16, No. 6, pp. 700-723.
- Albrecht, S. L. and K. E. Carpenter (1976), "Attitudes as Predictors of Behavior versus Behavior Intentions: A Convergence of Research Traditions," *Sociometry*, Vol. 39, No. 1, pp. 1-10.
- Albrecht, S. L., B. A. Chadwick, and D. S. Alcorn (1977), "Religiosity and Deviance: Application of An Attitude Behavior Contingent Consistency Model," *Journal for The Scientific Study of Religion*, Vol. 16, No. 3, pp. 263-274.
- Allen, M. W., S. H. Ng, and M. Wilson (2002), "A Functional Approach to Instrumental and Terminal Values and The Value Attitude Behavior System of Consumer Choice," *European Journal of Marketing*, Vol. 36, No. 1/2, pp. 276-278.
- Amoli, J. E. and A. F. Farhoomand (2008), "A Structural Model of End User Computing Satisfaction and User Performance," *Information and Management*, Vol. 30, pp. 65-73.

- Anderson, P. F. (1983), "Marketing, Scientific Progress, and Scientific Method, " *Journal of Marketing*, Vol. 47, No. 4, pp. 18-31.
- Anderson, P. F. (1986), "On Method in Consumer Research: A Critical Relativist Perspective, " *Journal of Consumer Research*, Vol. 13, No. 2, pp. 155-173.
- Anderson, J. C. and D. W. Gerbing (1988), "Structural Equation Modeling in Practice: A Review and Recommended Two Step Approach, " *Psychological Bulletin*, Vol. 103, No. 3, pp. 411-423.
- Anderson, J., J. Cornacchione, and E. K. Maloney (2013), "Normative Beliefs and Social Support in Weight Loss Communication, " *The International Journal of Communication and Health*, Vol. 1, pp. 31-37.
- Andrykowski, M. A., A. O. Beacham, J. E. Schmidt, and F. W. K. Harper (2006), "Application of The Theory of Planned Behavior to Understand Intentions to Engage in Physical and Psychosocial Health Behaviors after Cancer Diagnosis, " *Psycho Oncology*, Vol. 15, pp. 759-771.
- Armitage, C. J. (2005), "Can The Theory of Planned Behavior Predict The Maintenance of Physical Activity? " *Health Psychology*, Vol. 24, No. 3, pp. 235-245.
- Armitage, C. J. and M. Conner (1999), "Predictive Validity of The Theory of Planned Behaviour: The Role of Questionnaire Format and Social Desirability, " *Journal of Community and Applied Social Psychology*, Vol. 9, pp. 261-272.
- Armitage, C. J. and M. Conner (2000), "Social Cognition Models and Health Behaviour: A Structured Review, " *Psychology and Health*, Vol. 15, pp. 173-189.
- Armitage, C. J. and M. Conner (2001), "Efficacy of The Theory of Planned Behaviour: A Meta Analytic Review, " *British Journal of Social Psychology*, Vol. 40, pp. 471-499.
- Armitage, C. J., M. Conner, J. Loach, and D. Willetts (1999), "Different Perceptions of Control: Applying An Extended Theory of Planned Behavior to Legal and Illegal Drug Use, " *Basic and Applied Social Psychology*, Vol. 2, No. 4, pp. 301-316.
- Backhouse, S., L. Whitaker, and A. Petróczi, "Gateway to Doping? Supplement Use in The Context of Preferred Competitive Situations, Doping Attitude, Beliefs and Norms, " *Medicine and Science in Sports and Exercise*, Vol. 38, pp. 1578-1606.

- Badgaiyan, A. J. and A. Verma (2014), "Intrinsic Factors Affecting Impulsive Buying Behavior Evidence from India, "*Journal of Retailing and Consumer Services*, Vol. 21, pp. 537–549.
- Bagozzi, R. P. (1981), "Attitudes, Intention, and Behavior, "*Journal of Personality and Social Psychology*, Vol. 41, No. 4, pp. 607-627.
- Bagozzi, R. P. (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error: A Comment, "*Journal of Marketing Research*, Vol. 18, No. 3, pp. 375-381.
- Bagozzi, R. P. and Y. Yi (1989), "The Degree of Intention Formation as A Moderator of The Attitude Behavior Relationship, "*Social Psychology Quarterly*, Vol. 52, No. 4, pp. 266-279
- Bagozzi, R. P., J. Baumgartner, and Y. Yi (1989), "An Investigation into The Role of Intentions as Mediators of The Attitude Behavior Relationship, "*Journal of Economic Psychology*, Vol. 10, pp. 35-62.
- Bagozzi, R. P. and P. R. Warshaw (1990), "Trying to Consume, "*Journal of Consumer Research*, Vol. 17, No. 2, pp. 127-140.
- Bagozzi, R. P. (1992), "The Self Regulation of Attitudes, Intentions, and Behavior, "*Social Psychology Quarterly*, Vol. 55, No. 2, pp. 178-204.
- Bagozzi, R. P., H. Baumgartner, and Y. Yi (1992), "State versus Action Orientation and The Theory of Reasoned Action: An Application to Coupon Usage, "*Journal of Consumer Research*, Vol. 18, No. 4, pp. 505-518.
- Bagozzi, R. P., N. Wong, S. Abe, and M. Bergami (2000), "Cultural and Situational Contingencies and The Theory of Reasoned Action: Application to Fast Food Restaurant Consumption, "*Journal of Consumer Psychology*, Vol. 9, No. 2, pp. 97–106.
- Bailey, K. D. (1994), *Methods of Social Research*. 4th ed. New York: The Free Press.
- Bamberg, S., I. Ajzen, and P. Schmidt (2003), "Choice of Travel Mode in The Theory of Planned Behavior: The Roles of Past Behavior, Habit, and Reasoned Action, "*Basic and Applied Social Psychology*, Vol. 25, Iss. 3, pp. 175-187.
- Bandura, A. (1989), "Human Agency in Social Cognitive Theory, "*American Psychologist*, Vol. 44, No. 9, pp. 1175-1184.

- Bandura, A. (1991), "Social Cognitive Theory of Self Regulation,
"Organizational Behavior and Human Decision Process, Vol. 50, pp. 248-287.
- Bandura, A. (2001), "Social Cognitive Theory: An Agentic Perspective, "Annual Review of Psychology, Vol. 52, pp. 1-26.
- Bardi, A. and S. H. Schwartz (2003), "Values and Behavior: Strength and Structure of Relations, "Personality and Social Psychology Bulletin, Vol. 29, pp. 1207-1220.
- Barkoukis, V., L. Lazuras, H. Tsorbatzoudis, and A. Rodafinos (2011), "Motivational and Sportspersonship Profiles of Elite Athletes in Relation to Doping Behavior, "Psychology of Sport and Exercise, Vol. 12, pp. 205-212.
- Baronov, D. (2004), "Exporting Behavior Modification Models to A Us Colony: Public Health Workers and HIV/AIDS Prevention in Puerto Rico, "Caribbean Studies, Vol. 32, No. 2, pp. 105-144.
- Bartholow, B. D., K. J. Sher, and A. Strathman (2000), "Moderation of The Expectancy Alcohol Use Relation by Private Self Consciousness: Data from A Longitudinal Study, "Personality and Social Psychology Bulletin, Vol. 26, No. 11, pp. 1409-1420.
- Bastardo, Y. M. (2001), "Predicting Adherence to Antiretroviral Medications Using An Extended Theory of Reasoned Action, "Doctoral Dissertation, The Graduate Faculty of The College of Pharmacy, University of Florida.
- Baumgartner, H. and C. Homburg (1996), "Application of Structural Equation Modeling in Marketing and Consumer Research, "International Journal of Research in Marketing, Vol. 13, pp. 139-161.
- Baumgartner, H. and J. B. E. M. Steenkamp (2001), "Response Styles in Marketing Research: A Cross National Investigation, "Journal of Marketing Research, Vol. 38, No. 2, pp. 143-156.
- Baumgartner, S.E., P. M. Valkenburg, and J. Peter (2011), "The Influence of Descriptive and Injunctive Peer Norms on Adolescents' Risky Sexual Online Behavior, "Cyberpsychology, Behavior, and Social Networking, Vol. 14, pp. 753-758.
- Beck, L. and I. Ajzen (1991), "Predicting Dishonest Actions Using The Theory of Planned Behavior, "Journal of Research in Personality, Vol. 25, pp. 285-301.

- Belanger, F. and L. Carter (2008), "Trust and Risk in E Government Adoption," *Journal of Strategic Information Systems*, Vol. 17, pp. 165–176.
- Bem, D. J. (1967), "Self Perception: An Alternative Interpretation of Cognitive Dissonance Phenomena," *Psychological Review*, Vol. 74, No. 3, pp. 183–200.
- Bem, D. J. (1972), "Self Perception Theory," *Advances in Experimental Social Psychology*, Vol 6, pp. 1–62.
- Bentler, P. M. and G. Speckart (1979), "Models of Attitude Behavior Relations," *Psychological Review*, Vol. 86, No. 5, pp. 452–464.
- Bentler, P. M. and G. Speckart (1981), "Attitudes "Cause" Behaviors: A Structural Equation Analysis," *Journal of Personality and Social Psychology*, Vol. 40, No. 2, pp. 226–238.
- Bentler, P.M. (1990), "Comparative Fit Indexes in Structural Models," *Psychological Bulletin*, Vol. 107, No. 2, pp. 238–246.
- Bentler, P.M. (2006), *EQS 6 Structural Equations Program Manual*. Encino, CA: Multivariate Software, Inc.
- Bettman, J. R. (1986), "Consumer Psychology," *Annual Review of Psychology*, Vol. 37, pp. 257–289.
- Berelson, B. (1952), *Content Analysis in Communication Research*, New York: Hafner Press.
- Berg, B. L. (2009), *Qualitative Research Methods: For The Social Sciences*, 7th ed. Boston: Pearson Education, Inc.
- Berning, J. M. (2003), "Characteristic Attitudes and Normative Factors of Anabolic Steroid Use among College Aged Males and Females: An Application of The Theory of Reasoned Action," "Doctoral Dissertation, Interdepartmental Area of Psychological and Cultural Studies, University of Nebraska.
- Billari, F. C., D. Philipov, and M. R. Testa (2009), "Attitudes, Norms and Perceived Behavioural Control: Explaining Fertility Intentions in Bulgaria," *European Journal of Population*, Vol. 25, pp. 439–465.

- Blanchard, C. M., K. S. Courneya, W. M. Rodgers, S. N. Fraser, T. C. Murray, B. Daub, and B. Black (2003), "Is The Theory of Planned Behavior A Useful Framework for Understanding Exercise Adherence during Phase II Cardiac Rehabilitation?" *Journal of Cardiopulmonary Rehabilitation*, Vol. 23, pp. 29-39.
- Blue, C.L., J. Wilbur, and M. V. M. Scott (2001), "Exercise among Blue Collar Workers: Application of The Theory of Planned Behavior," *Research in Nursing and Health*, Vol. 24, pp. 481-493.
- Boardley, I. D. and J. Grix (2014), "Doping in Bodybuilders: A Qualitative Investigation of Facilitative Psychosocial Processes," *Qualitative Research in Sport, Exercise and Health*, Vol. 6, No. 3, pp. 422-439.
- Boardley, I. D., J. Grix, and J. Harkin (2015), "Doping in Team and Individual Sports: A Qualitative Investigation of Moral Disengagement and Associated Processes," *Qualitative Research in Sport, Exercise and Health*, Vol. 7, No. 5, pp. 698-717.
- Bockenholt, U. and P. G. M. Van Der Heijden (2007), "Item Randomized Response Models for Measuring Non Compliance: Risk Return Perceptions, Social Influences, and Self Protective Responses," *Psychometrika*, Vol. 72, No. 2, pp. 245-262.
- Bock, G. W., R. W. Zmud, Y. G. Kim, and J. N. Lee (2005), "Behavioral Intention Formation in Knowledge Sharing: Examining The Roles of Extrinsic Motivators, Social Psychological Forces, and Organizational Climate," *MIS Quarterly*, Vol. 29, No. 1, pp. 87-111.
- Bonfield, E. H. (1974), "Attitude, Social Influence, Personal Norm, and Intention Interactions as Related to Brand Purchase Behavior," *Journal of Marketing Research*, Vol. 11, No. 4, pp. 379-389.
- Borsari, B. and K. B. Carey (2003), "Descriptive and Injunctive Norms in College Drinking: A Meta Analytic Integration," *Journal of Study Alcohol*, Vol. 64, No. 3, pp. 331-341.
- Bradburn, N., S. Sudman, and B. Wansink (2004), *Asking Questions The Definitive Guide to Questionnaire Design—For Market Research, Political Polls, and Social and Health Questionnaires*. Revised Edition. 1st ed. San Francisco: Jossey Bass.
- Breukelen, W. V., R. V. D. Vlist, and H. Steensma (2004), "Voluntary Employee Turnover: Combining Variables from The 'Traditional' Turnover Literature with The Theory of Planned Behavior," *Journal of Organizational Behavior*, Vol. 25, No. 7, pp. 893-914.

- Byrne, B. M. (2001), *Structural Equation Modeling with AMOS Basic Concept, Application and Programming*. New Jersey: Lawrence Erlbaum Association.
- Cacioppo, J. T. and G. G. Bertnson (1994), "Relationship between Attitude and Evaluative Space: A Critical Review, with The Emphasis on The Separability of Positive and Negative Substrates, "*Psychological Bulletin*, Vol. 115, No. 3, pp. 401-423.
- Cacioppo, J. T., R. E. Petty, and S. L. Crites, Jr. (1994), "Attitude Change, "*Encyclopedia of Human Behavior*, Vol. 1, pp. 261-270.
- Calder, B. J., L. W. Phillips, and A. M. Tybout (1982), "The Concept of External Validity, "*Journal of Consumer Research*, Vol. 9, pp. 240-244.
- Carpenter, J. M. and K. E. Edwards (2013), "U.S. Consumer Attitudes toward Counterfeit Fashion Products, "*Journal of Textile and Apparel, Technology and Management*, Vol. 8, pp. 1-16.
- Carron, A. V., H. A. Hausenblas, and D. Mack (1996), "Social Influence and Exercise: A Meta Analysis, "*Journal of Sport and Exercise Psychology*, Vol.18, pp. 1-16.
- Chan, L. and B. Bishop (2013), "A Moral Basis for Recycling: Extending The Theory of Planned Behavior, "*Journal of Environmental Psychology*, Vol. 36, pp. 96-102.
- 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*, Vol. 17, No. 16, pp. 1825-1834.
- Chen, M. F. and P. J. Tung (2014), "Developing An Extended Theory of Planned Behavior Model to Predict Consumers' Intention to Visit Green Hotels, "*International Journal of Hospitality Management*, Vol. 36, pp. 221– 230.
- Cheng, S. I., H. H. Fu, and L. T. C. Tu (2011), "Examining Customer Purchase Intentions for Counterfeit Products Based on A Modified Theory of Planned Behavior, "*International Journal of Humanities and Social Science*, Vol. 1, No. 10, pp. 278-284.
- Cherry, J. (2006), "The Impact of Normative Influence and Locus of Control on Ethical Judgments and Intentions: A Cross Cultural Comparison, "*Journal of Business Ethics*, Vol. 68, No. 2, pp. 113-132.

- Chin, W. W., B. L. Marcolin, and P. R. Newsted (1995), "A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects: Results from A Monte Carlo Simulation Study and Voice Mail Emotion/Adoption Study, *Proceedings of The Seventeenth International Conference on Information Systems*, pp. 21-41.
- Chin, W. W. (1998), "The Partial Least Squares Approach to Structural Equation Modeling, *Modern Methods for Business Research*, pp. 295-336.
- Chin, W. W., R. A. Peterson, and S. P. Brown (2008), "Structural Equation Modeling in Marketing: Some Practical Reminders, *Journal of Marketing Theory and Practice*, Vol. 16, No. 4, pp. 287-298.
- Chiou, J. S. (1998), "The Effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Consumers' Purchase Intentions: The Moderating Effects of Product Knowledge and Attention to Social Comparison Information, *Proceeding of The National Science Council Republic of China*, Vol. 9, No. 2, pp. 298-308.
- Christensen, P. N., H. Rothgerber, W. Wood, and D. C. Matz (2004), "Social Norms and Identity Relevance: A Motivational Approach to Normative Behavior, *Personality and Social Psychology Bulletin*, Vol. 30, No. 10, pp. 1295-1309.
- Chung, J. and G. S. Monroe (2003), "Exploring Social Desirability Bias, *Journal of Business Ethics*, Vol. 44, No. 4, pp. 291-302.
- Churchill, G.A. (1979), "A Paradigm for Developing Better Measures of Marketing Constructs, *Journal of Marketing Research*, Vol. 16, pp. 64-73.
- Cialdini, R.B., R. R. Reno, and C. A. Kallgren (1990), "A Focus Theory of Normative Conduct: Recycling The Concept of Norms to Reduce Littering in Public Places, *Journal of Personality and Social Psychology*, Vol. 58, pp. 1015-1026.
- Cialdini, R.B., C. A. Kallgren, and R. R. Reno (1991), "A Focus Theory of Normative Conduct: A Theoretical Refinement and Reevaluation of The Role of Norms in Human Behavior, *Advances in Experimental Social Psychology*, Vol. 24, pp. 201-234.
- Cialdini, R.B. (2007), "The Secret Impact of Social Norms, *RSA Journal*, Vol. 154, No. 5528, p. 60.

- Cialdini, R.B. (2007), "Descriptive Social Norms as Underappreciated Sources of Social Control, "*Psychometrika*, Vol. 72, No. 2, pp. 263–268.
- Cohen, J. B., M. Fishbein, and O. T. Ahtola (1972), "The Nature and Uses of Expectancy Value Models in Consumer Attitude Research, "*Journal of Marketing Research*, Vol. 9, No. 4, pp. 456-460.
- Cohen, L., L. Manion, and K. Morrison (2000), *Research Methods in Education*, 5th ed. London: Routledge Farmer.
- Conner, M. and C. Armitage (1998), "Extending The Theory of Planned Behavior: A Review and Avenues for Further Research, "*Journal of Applied Social Psychology*, Vol. 28, No. 15, pp. 1429-1464.
- Conner, M. (2010), *Handbook of Behavioral Medicine: Methods and Application*. Steptoe, A. ed., Leeds: Springer Science and Business Media.
- Connor, P. E. and B. W. Becker (2003), "Personal Value Systems and Decision Making Styles of Public Managers, "*Public Personnel Management*, Vol. 32, No. 1, pp. 155-180.
- Cooper, D. R. and P. S. Schindler (2011), *Business Research Methods*, 11th ed. New York, NY: McGraw Hill Companies, Inc.
- Cooper, D. R. and P. S. Schindler (2015), *Business Research Methods*, 12th ed. New York, NY: McGraw Hill/Irwin.
- Cronan, T. P. and S. A. Rafee. (2008), "Factors that Influence The Intention to Pirate Software and Media, "*Journal of Business Ethics*, Vol. 78, No. 4, pp. 527-545.
- Croy, G., P. Gerrans, and C. Speelman (2010), "Injunctive Social Norms Primacy over Descriptive Social Norms in Retirement Saving Decisions, "*International Journal of Aging and Human Development*, Vol. 71, No. 4, pp. 259-282.
- Davies, C. (2008), "The Relationship between The Theory of Planned Behaviour, Past Exercise Behaviour and Intention in Individuals Diagnosed with Type 2 Diabetes, "*Studies in Learning, Evaluation Innovation and Development*, Vol. 5, No. 2, pp. 25–32.
- De Bono, K. G. and M. Snyder (1995), "Acting on One's Attitudes: The Role of History of Choosing Situations, "*Personality and Social Psychology Bulletin*, Vol. 21, pp. 629–636.

- De Bruijn, G. J., S. P. J. Kremers, E. De Vet, J. De Nooijer, W. Van Mechelen, and J. Brug (2007), "Does Habit Strength Moderate The Intention Behaviour Relationship in The Theory of Planned Behaviour? The Case of Fruit Consumption," *Psychology and Health*, Vol. 22, No. 8, pp. 899–916.
- De Matos, C. A., C. T. Ituassu, and C. A. V. Rossi (2007), "Consumer Attitudes toward Counterfeits: A Review and Extension," *Journal of Consumer Marketing*, Vol. 24, No. 1, pp. 36–47.
- Denham, B. E. (2009), "Determinants of Anabolic Androgenic Steroid Risk Perceptions in Youth Populations: A Multivariate Analysis," *Journal of Health and Social Behavior*, Vol. 50, No. 3, pp. 277-292.
- Dharmmesta, B. S. (1997), "Keputusan Keputusan Strategik untuk Mengeksplorasi Sikap dan Perilaku Konsumen," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 12, No.3, hal. 1-27.
- Dharmmesta, B. S. (1998), "Theory of Planned Behavior dalam Penelitian Sikap, Niat, dan Perilaku Konsumen," *KELOLA*, Vol. 18, No. 7, hal. 85-103.
- Dharmmesta, B. S. (2000), "Perilaku Mencoba Beli: Sebuah Kajian Analitis Model Bagozzi Warshaw untuk Panduan Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 15, No. 4, hal. 453-470.
- Donaldson, S. I. and E. J. G. Vallone (2002), "Understanding Self Report Bias in Organizational Behavior Research," *Journal of Business and Psychology*, Vol. 17, No. 2, pp. 245-260.
- Eagly, A.H. and S. Chaiken (1993), *The Psychology of Attitude*, Forth Worth: Harcourt Brace Jovanovich College Publishers.
- Elek, E., M. D. Michelle, and M. L. Hecht (2006), "Influences of Personal, Injunctive, and Descriptive Norms on Early Adolescent Substance Use," *Journal of Drug Issues*, Vol. 36, No. 1, pp. 147-171.
- Etcheverry, P. E., B. Le, and M. R. Charania (2008), "Perceived versus Reported Social Referent Approval and Romantic Relationship Commitment and Persistence," *Personal Relationships*, Vol. 15, pp. 281–295.
- Faria, A. A. (2013), "Consumer Attitudes Towards Counterfeit Goods: The Case of Canadian and Chinese Consumers," Thesis, Marketing and Consumer Studies, University of Guelph.

- Farlane, K. M. and L. M. Woolfson (2013), "Teacher Attitudes and Behavior toward The Inclusion of Children with Social, Emotional and Behavioral Difficulties in Mainstream Schools: An Application of The Theory of Planned Behavior, "*Teaching and Teacher Education*, Vol. 29, pp. 46-52.
- Fazio, R. H. and C. J. Williams (1986), "Attitude Accessibility as A Moderator of The Attitude Perception and Attitude Behavior Relations: An Investigation of The 1984 Presidential Election, "*Journal of Personality and Social Psychology*, Vol. 51, No. 3, pp. 505-514.
- Fazio, R. H. (1990), "Multiple Processes by Which Attitudes Guide Behavior: The Mode Model as An Integrative Framework, "*Advances in Experimental Social Psychology*, Vol. 23, pp. 75-109.
- Ferner, R. E. and M. D. Rawlins (1988), "Anabolic Steroids: The Power and The Glory? "*British Medical Journal*, Vol. 297, No. 6653, pp. 877-878.
- Finlay, K. A., D. Trafimow, and D. Jones (1997), "Predicting Health Behaviors from Attitudes and Subjective Norms: between Subjects and within Subjects Analyses, "*Journal of Applied Social Psychology*, Vol. 27, No. 22, pp. 2015-2031.
- Fishbein, M. (1967), *Readings in Attitude Theory and Measurement*. New York, NY: John Wiley and Sons.
- Fishbein, M. (1967a), "Attitude and The Prediction of Behavior, "in M. Fishbein ed., *Readings in Attitude Theory and Measurement*, New York, NY: John Wiley and Sons, pp. 477-492.
- Fishbein, M. (1967b), "A Behavior Theory Approach to The Relations between Beliefs about An Object and The Attitude toward The Object, "in M. Fishbein ed., *Readings in Attitude Theory and Measurement*, New York, NY: John Wiley and Sons, pp. 389-400.
- Fishbein, M. (2000), "The Role of Theory in HIV Prevention, "*AIDS Care*, Vol. 12, pp. 273-278.
- Fishbein, M. and I. Ajzen (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Massachusetts: Addison-Wesley Publishing Company, Inc.
- Fishbein, M. and I. Ajzen (1981), "On Construct Validity: A Critique of Miniard and Cohen's Paper, "*Journal of Experimental Social Psychology*, Vol. 17, pp. 340-350.

- Fishbein, M. and I. Ajzen (2010), *Predicting and Changing Behavior: The Reasoned Action Approach*, New York Hove: Psychology Press Taylor and Francis Group.
- Fishbein, M. and S. Middlestadt (1995), "Non Cognitive Effects on Attitude Formation and Change: Fact or Artifact?" *Journal of Consumer Psychology*, Vol. 4, No. 2, pp. 181-202.
- Fisher, R. J. (1993), "Social Desirability Bias and The Validity of Indirect Questioning," *Journal of Consumer Research*, Vol. 20, pp. 303-315.
- Fisher, R. J. (2000), "The Future of Social Desirability Bias Research in Marketing," *Psychology and Marketing*, Vol. 17, No. 2, pp. 73-74.
- Floyd, D. L., S. P. Dunn, and R. W. Rogers (2000), "A Meta Analysis of Research on Protection Motivation Theory," *Journal of Applied Social Psychology*, Vol. 30, No.2, pp. 407-429.
- Fornell, C. and D. F. Larcker (1981), "Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics," *Journal of Marketing Research*, Vol. 18, No. 3, pp. 382-388.
- Foxall, G. (2001), "Foundations of Consumer Behaviour Analysis," *Marketing Theory*, Vol. 1, pp. 165-199.
- Fredricks, A. J. and D. L. Dossett (1983), "Attitude Behavior Relations: A Comparison of The Fishbein Ajzen and The Bentler Speckart Models," *Journal of Personality and Social Psychology*, Vol. 45, No. 3, pp. 501-512.
- Frishman, N (2008), "An Investigation of The Theory of Reasoned Action Concerning Consumer Acceptance of Food Irradiation," Thesis, Iowa State University.
- Gal, D. and D. D. Rucker (2011), "Answering the Unasked Question: Response Substitution in Consumer Surveys," *Journal of Marketing Research*, Vol. 48, pp. 185 –195.
- Gangestad, S. W. and M. Snyder (2000), "Self Monitoring: Appraisal and Reappraisal," *Psychological Bulletin*, Vol. 126, No. 4, pp. 530-555.
- Glanz, K., B. K. Rimer, and F. M. Lewis (2002), *Health Behavior and Health Education: Theory, Research, and Practice*. 3rd ed. San Francisco: Jossey Bass.

- Gochman, D. S. (1997), "Provider Determinants of Health Behavior, "in *Handbook of Health Behavior Research II*, New York: Springer Science + Business Media, pp. 397-417.
- Godin, G. and G. Kok (1996), "The Theory of Planned Behavior: A Review of Its Applications to Health Related Behaviors, " *American Journal of Health Promotion*, Vol. 11, No. 2, pp. 87-98.
- Godin, G., M. Conner, and P. Sheeran (2005), "Bridging The Intention Behaviour Gap: The Role of Moral Norm, " *British Journal of Social Psychology*, Vol. 44, pp. 497-512.
- Goldstein, N. J., R. B. Cialdini, and V. Griskevicius (2007), "A Room with A Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels, " *Journal of Consumer Research*, Vol. 35, pp. 1-11.
- Goulet, C., P. Valois, A. Buist, and M. Cote (2010), "Predictors of The Use of Performance Enhancing Substances by Young Athletes, " *Clinical Journal of Sport Medicine*, Vol. 20, pp. 243-248.
- Greene, K., J. L. Hale, and D. L. Rubin (1997), "A Test of The Theory of Reasoned Action in The Context of Condom Use and AIDS, " *Communication Reports*, Vol. 10, No. 1, pp. 22-33.
- Guarte, J. M. and E. B. Barrios (2006), "Estimation Under Purposive Sampling, " *Communications in Statistics: Simulation and Computation*, Vol. 35, pp. 277-284.
- Guba, E.G. and Y. S. Lincoln (1994), "Competing Paradigms in Qualitative Research, "in Denzin, N.K. and Y. S. Lincoln, eds., *Handbook of Qualitative Research*, Thousand Oaks: Sage, pp. 163-188.
- Hagger, M. S., N. L. D. Chatzisarantis, and S. J. H. Biddle (2001), "The Influence of Self Efficacy and Past Behaviour on The Physical Activity Intentions of Young People, " *Journal of Sports Sciences*, Vol. 19, pp. 711-725.
- Hagger, M. S., N. L. D. Chatzisarantis, and S. J. H. Biddle (2002), "A Meta Analytic Review of The Theories of Reasoned Action and Planned Behavior in Physical Activity: Predictive Validity and The Contribution of Additional Variables, " *Journal of Sport and Exercise Psychology*, Vol. 24, pp. 3-32.

- Hagger, M. S. and N. L. D. Chatzisarantis (2005), "First and Higher Order Models of Attitudes, Normative Influence, and Perceived Behavioural Control in The Theory of Planned Behaviour", *British Journal of Social Psychology*, Vol. 44, pp. 513–535.
- Hair, J. F., W. C. Black, B. J. Babin, and R. E. Anderson (2010), *Multivariate Data Analysis*, 7th ed. Upper Saddle River, NJ: Pearson Education, Ltd.
- Han, H., L. T. Hsu, and C. Sheu (2010), "Application of The Theory of Planned Behavior to Green Hotel Choice: Testing The Effect of Environmental Friendly Activities", *Tourism Management*, Vol. 31, pp. 325–334.
- Hartgens, F. and H. Kuipers (2004), "Effects of Androgenic Anabolic Steroids in Athletes", *Sports Medicine*, Vol. 34, No. 8, pp. 513-554.
- Haugtvedt, C. P. (1997), "Beyond Fact or Artifact: An Assessment of Fishbein and Middlestadt's Perspectives on Attitude Change Processes", *Journal of Consumer Psychology*, Vol. 6, No. 1, pp. 99-106.
- Hausenblas, H. A., A. V. Carron, and D. E. Mack (1997), "Application of The Theories of Reasoned Action and Planned Behavior to Exercise Behavior: A Meta Analysis", *Journal of Sport and Exercise Psychology*, Vol. 19, pp. 36-51.
- Healy, M. and C. Perry (2000), "Comprehensive Criteria to Judge Validity and Reliability of Qualitative Research within The Realism Paradigm", *Qualitative Market Research: An International Journal*, Vol. 3, Iss 3, pp. 118 – 126.
- Heath, Y. and R. Gifford (2002), "Extending The Theory of Planned Behavior: Predicting The Use of Public Transportation", *Journal of Applied Social Psychology*, Vol. 32, pp. 2154-2189.
- Helgeson, J. G., E. A. Kluge, J. Mager, and C. Taylor (1984), "Trends in Consumer Behavior Literature: A Content Analysis", *Journal of Consumer Research*, Vol. 10, No. 4, pp. 449-454.
- Henle, C. A., C. L. Reeve, and V. E. Pitts (2010), "Stealing Time at Work: Attitudes, Social Pressure, and Perceived Control as Predictors of Time Theft", *Journal of Business Ethics*, Vol. 94, No. 1, pp. 53-67.
- Hills, M. D. (2002), "Kluckhohn and Strodtbeck's Values Orientation Theory", *Online Readings in Psychology and Culture: International Association for Cross Cultural Psychology*, Unit 4, pp. 1-14.

- Hofstede, G., G. J. Hofstede, and M. Minkov (2010), *Cultures and Organizations: Software of The Mind, Intercultural Cooperation and Its Importance for Survival*. New York: McGraw Hill.
- Holbrook, M. B. and J. O'Shaughnessy (1988), "On The Scientific Status of Consumer Research and The Need for An Interpretive Approach to Studying Consumption Behavior," *Journal of Consumer Research*, Vol. 15, No. 3, pp. 398-402.
- Holsti, O.R. (1963), "Content Analysis," in Robinson, J.A. ed., *The Quantitative Analysis of Content: A Handbook With Application for the Study of International Crisis*, Northwestern: Northwestern University Press, pp. 596-692.
- Housman, J. M. (2006), "Understanding Female Collegiate Athletes' Intentions to Consume Sports Supplements: An Application of The Theory of Planned Behavior," Doctoral Dissertation, Department of Health and Kinesiology, Texas A & M University.
- Hu, L. and P. M. Bentler (1998), "Fit Indices in Covariance Structure Modeling: Sensitivity to Underparameterized Model Misspecification," *Psychological Methods*, Vol. 3, No. 4, pp. 424-453.
- Hu, L. and P. M. Bentler (1999), "Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria versus New Alternatives," *Structural Equation Modeling: A Multidisciplinary Journal*, Vol. 6, No. 1, pp. 1-55.
- Hudson, L. A. and J. L. Ozanne (1991), "Alternative Ways of Seeking Knowledge in Consumer Research," *Journal of Consumer Research*, Vol. 14, No. 4, pp. 508-521.
- Hulland, J., Y. H. Chow, and S. Lam (1996), "Use of Causal Models in Marketing Research: A Review," *International Journal of Research in Marketing*, Vol. 13, pp. 181-197.
- Hunt, S. D. (1991), "Positivism and Paradigm Dominance in Consumer Research: toward Critical Pluralism and Rapprochement," *Journal of Consumer Research*, Vol. 18, pp. 32-44.
- Jalalian, S., A. A. Koshksaray, and P. Jafari (2013), "Integrity and Subjective Norms as Non Price Determinants of Intention to Purchase Counterfeit Goods," *International Journal of Business and Marketing*, Vol. 1, pp. 1-16.

- Jalilian, F., H. Allahverdipour, B. Moeini, and A. Moghimbeigi (2011), "Effectiveness of Anabolic Steroid Preventative Intervention among Gym Users: Applying Theory of Planned Behavior, "*Health Promotion Perspectives*, Vol. 1, No. 1, pp. 32-40.
- Janz, N. K. and M. H. Becker. (1984), "The Health Belief Model: A Decade Later, "*Health Education Quarterly*, Vol. 11, No. 1, pp. 1-47.
- Jing, B.E. R. (2009), "The Determinants for Chinese Consumers' Intention to Use Soy Based Dietary Supplements: An Application of The Theory of Planned Behavior, "Thesis, College of Education and Human Ecology Graduate Program, The Ohio State University.
- Jones, D. H. (1982), "Criterion Related Validity, "*Journal of The American Statistical Association*, Vol. 77, No. 380, pp. 788.
- Junaedi, S. (2006), "Pengaruh Orientasi Nilai, Afek dan Pengetahuan Ekologikal pada Komitmen Pembelian Produk yang Berwawasan Lingkungan: Studi Perilaku Konsumen Pangan Organik, "Disertasi Doktor, Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada.
- Kalafatis, S. P., M. Pollard, R. East, and M. H. Tsogas (1999), "Green Marketing and Ajzen's Theory of Planned Behaviour: A Crossmarket Examination, "*Journal of Consumer Marketing*, Vol. 16, pp. 441 – 460.
- Kallgren, C. A. and W. Wood (1985), "Access to Attitude Relevant Information in Memory as A Determinant of Attitude Behavior Consistency, "Report Research: Paper Presented at The Annual Convention of The American Psychological Association, Los Angeles.
- Kallgren, C. A., R. R. Reno, and R. B. Cialdini (2000), "A Focus Theory of Normative Conduct: When Norms Do and Do Not Affect Behavior, "*Personality and Social Psychology Bulletin*, Vol. 26, pp. 1002-1012.
- Kanayama, G., H. G. Jr. Pope, G. Cohane, and J. I. Hudson (2003), "Risk Factors for Anabolic Androgenic Steroid Use among Weightlifters: A Case Control Study, "*Drug and Alcohol Dependence*, Vol. 71, pp. 77-86.
- Kasikcioglu, H., H. Oflaz, A. Arslan, B. Topcu, H. A. Kasikcioglu, B. Umman, Z. Bugra, and A. Kayserilioglu (2007), "Aortic Elastic Properties in Athletes Using Anabolic Androgenic Steroids, "*International Journal of Cardiology*, Vol. 114, pp.132 – 134.

- Kassarjian, H.H. (1977), "Content Analysis in Consumer Research, "*Journal of Consumer Research*, Vol. 4, pp. 8-18.
- Kelley, S. and T. W. Mirer (1974), "The Simple Act to Voting, "*The American Political Science Review*, Vol. 68, pp. 572-591.
- Kelman, H. C. (1979), "Attitudes, Values, and Beliefs, "in H. E. Howe, Jr and M. M. Page eds., *Nebraska Symposium on Motivation*, Lincoln: University of Nebraska Press, pp. 117-194.
- Kiecolt, K. J. (1988), "Recent Developments in Attitudes and Social Structure, "*Annual Review of Sociology*, Vol. 14, pp. 381-403.
- Kim, H. Y. (2009), "Effects of Consumer Values and Past Experiences on Consumer Intention to Buy Organic Personal Care Products: An Application of The Theory of Planned Behavior, "Thesis, Graduate Program in Textiles and Clothing, The Ohio State University.
- Kim, H., T. Kim, and S. W. Shin (2009), "Modeling Roles of Subjective Norms and E-Trust in Customers' Acceptance of Airline B2C E-Commerce Websites, "*Tourism Management*, Vol. 30, pp. 266-277.
- Kitson, G. C., M. B. Sussman, G. K. Williams, R. B. Zeehandelaar, B. K. Shickmanter, and J. L. Steinberger (1982), "Sampling Issues in Family Research, "*Journal of Marriage and Family*, Vol. 44, No. 4, pp. 965-981.
- Kollat, D. T., J. F. Engel, and R. D. Blackwell (1970), "Current Problems in Consumer Behavior Research, "*Journal of Marketing Research*, Vol. 7, No. 3, pp. 327-332
- Kraus, S. J. (1995), "Attitudes and The Prediction of Behavior: A Meta Analysis of The Empirical Literature, "*Personality and Social Psychology Bulletin*, Vol. 21, No. 1, pp. 58-75.
- Krippendorff, K. (1980), "Validity in Content Analysis, "in Mochmann, E. ed., *Computerstrategien für die Kommunikationsanalyse*, Frankfurt/New York: Campus, pp. 69-112.
- Larimer, M. E. and C. Neighbors (2003), "Normative Misperception and The Impact of Descriptive and Injunctive Norms on College Student Gambling, "*Psychology of Addictive Behaviors*, Vol. 17, No. 3, pp. 235-243.
- Lazuras, L., V. Barkoukis, A. Rodafinos, and H. Tzorbatzoudis (2010), "Predictors of Doping Intentions in Elite Level Athletes: A Social Cognition Approach, "*Journal of Sport and Exercise Psychology*, Vol. 32, pp. 694-710.

- Lazuras, L., D. Ourda, V. Barkoukis, and H. Tsorbatzoudis (2011), "A Study of Predictors of Adolescents' Physical Activity Intentions, *"Psychology, Society, and Education*, Vol. 3, No. 2, pp. 69-81.
- Lee, S. H. and B. Yoo (2009), "A Review of The Determinants of Counterfeiting and Piracy and The Proposition for Future Research, *"The Korean Journal of Policy Studies*, Vol. 24, No. 1, pp. 1-38.
- Liska, A. E., R. B. Felson, M. Chamlin, and W. Baccaglini (1984), "Estimating Attitude Behavior Reciprocal Effects within A Theoretical Specification, *"Social Psychology Quarterly*, Vol. 47, No. 1, pp. 15-23.
- Liska, A. E. (1984), "A Critical Examination of The Causal Structure of The Fishbein/Ajzen Attitude Behavior Model, *"Social Psychology Quarterly*, Vol. 47, No. 1, pp. 61-74.
- Lloyd, F. H., P. Powell, and A. P. Murdoch (1996), "Anabolic Steroid Abuse By Body Builders and Male Subfertility, *"British Medical Journal*, Vol. 313, No. 7049, pp. 100-101.
- Lucidi, F., C. Grano, L. Leone, C. Lombardo, dan C. Pesce (2004), "Determinants of The Intention to Use Doping Substances: An Empirical Contribution in A Sample of Italian Adolescents, *"International Journal of Sport Psychology*, Vol. 35, pp. 133-148.
- Lucidi, F., A. Zelli, M. Luca, C. Grano, P. M. Russo, and C. Violani (2008), "The Social Cognitive Mechanisms Regulating Adolescents' Use of Doping Substances, *"Journal of Sports Sciences*, Vol. 26, pp. 447-456.
- Lutig, P., G. J. L. M. L. Mulders, R. Frerichs, and A. Greven (2011), "Estimating Non Response Bias and Mode Effects in A Mixed Mode Survey, *"International Journal of Market Research*, Vol. 53, Iss. 5, pp. 669-686.
- Luszczynska, A., B. G. Dona, and R. Schwarzer (2005), "General Self Efficacy in Various Domains of Human Functioning: Evidence from Five Countries, *"International Journal of Psychology*, Vol. 40, No. 2, pp. 80-89.
- MacKenzie, S. B., P. M. Podsakoff, and N. P. Podsakoff (2011), "Construct Measurement and Validation Procedures in MIS and Behavioral Research: Integrating New and Existing Techniques, *"MIS Quarterly*, Vol. 35, No. 2 pp. 293-334.

- Magnusson, M. K., A. Arvola, U. Kaisa, K. Hursti, L. Åberg, and P. O. Sjödén (2001), "Attitudes towards Organic Foods among Swedish Consumers," *British Food Journal*, Vol. 103, Iss. 3, pp. 209 – 227.
- Malhotra, N. K. (2002), *Basic Marketing Research: Applications to Contemporary Issues*, Upper Saddle River, New Jersey: Pearson Education, Inc.
- Maio, G. R., J. M. Olson, L. Allen, and M. M. Bernard (2001), "Addressing Discrepancies between Values and Behavior: The Motivating Effect of Reasons," *Journal of Experimental Social Psychology*, Vol. 37, pp. 104–117.
- Manstead, A. S. R., C. Proffitt, and J. L. Smart (1983), "Predicting and Understanding Mothers' Infant Feeding Intention and Behavior: Testing The Theory of Reasoned Action," *Journal of Personality and Social Psychology*, Vol. 44, No. 4, pp. 657-671.
- Marsh, H. W. and D. Hocevar (1985), "Application of Confirmatory Factor Analysis to The Study of Self Concept: First and Higher Order Factor Models and Their Invariance Across Groups," *Psychological Bulletin*, Vol. 97, No. 3, pp. 562-582.
- Martin, R. J., S. Usdan, S. Nelson, M. R. Umstattd, D. LaPlante, M. Perko, and H. Shaffer (2010), "Using The Theory of Planned Behavior to Predict Gambling Behaviors," *Psychology of Addictive Behaviors*, Vol. 24, No. 1, pp. 89–97.
- Martinasek, M.P (2011), "Understanding The Psychosocial Aspects of Waterpipe Smoking Among College Students," *Doctoral Dissertation*, Department of Community and Family Health, University of South Florida.
- McLallen, A. S and M. Fishbein (2008), "Predictors of Intentions to Perform Six Cancer Related Behaviours: Roles for Injunctive and Descriptive Norms," *Psychology, Health and Medicine*, Vol. 13, No. 4, pp. 389–401.
- Mellema, A. and J. N. Basilli (1995), "On The Relationship between Attitudes and Values: Exploring The Moderating Effects of Self Monitoring and Self Monitoring Schematicity," *Personality and Social Psychology Bulletin*, Vol. 21, No. 9, pp. 885-892.

- Miller, K. E., G. M. Barnes, D. F. Sabo, M. J. Melnick, dan M. P. Farrell (2002), "Anabolic Androgenic Steroid Use and Other Adolescent Problem Behaviors: Rethinking The Male Athlete Assumption," *Sociological Perspectives*, Vol. 45, No. 4, pp. 467-489.
- Milne, S., P. Sheeran, and S. Orbell (2000), "Prediction and Intervention in Health Related Behavior: A Meta Analytic Review of Protection Motivation Theory," *Journal of Applied Social Psychology*, Vol. 30, No. 1, pp. 106-143.
- Miniard, P. W. and J. B. Cohen (1981), "An Examination of The Fishbein Ajzen Behavioral Intentions Model's Concepts and Measures," *Journal of Experimental Social Psychology*, Vol. 17, pp. 309-339.
- Mitić, P. and D. Radovanović (2011), "The Motives for Doping Drug Use in Nonprofessional Athletes and Methods of Prevention," *Physical Education and Sport*, Vol. 9, No 2, pp. 203 – 212.
- Moan, I. S. and J. Rise (2006), "Predicting Smoking Reduction among Adolescents Using An Extended Version of The Theory of Planned Behaviour," *Psychology and Health*, Vol. 21, No.6, pp. 717–738.
- Mulaik, S. A., L. R. James, J. V. Alstine, N. Bennett, S. Lind, and C. D. Stilwel (1989), "Evaluation of Goodness of Fit Indices for Structural Equation Models," *Psychological Bulletin*, Vol. 105, No. 3, pp. 430-445.
- Muncy, J. A. and R. P. Fisk (1987), "Cognitive Relativism and The Practice of Marketing Science," *Journal of Marketing*, Vol. 51, No. 1, pp. 20-33.
- Murray, J. B. and J. L. Ozanne (1991), "The Critical Imagination: Emansipatory Interests in Consumer Research," *The Journal of Consumer Research*, Vol. 18, No. 2, pp. 129-144.
- Noar, M. S. and R. S. Zimmerman (2005), "Health Behavior Theory and Cumulative Knowledge Regarding Health Behaviors: Are We Moving in The Right Direction?" *Health Education Research: Theory and Practice*, Vol. 20, No. 3, pp. 275–290.
- Neighbors, C., R. L. Bergstrom, M. A. Lewis, and M .E. Larimer (2006), "Being Controlled by Normative Influences: Self Determination as A Moderator of A Normative Feedback Alcohol Intervention," *Health Psychology*, Vol. 25, No. 5, pp. 571-579.
- Neuman, W. L. (2006), *Social Research Methods: Qualitative and Quantitative Approaches*, 6th ed. Boston: Pearson Education, Inc.

- Nolan, J. M., P. W. Schultz, R. B. Cialdini, N. J. Goldstein, and V. Griskevicius (2008), "Normative Social Influence is Underdetected," *Personality and Social Psychology Bulletin*, Vol. 34, No. 7, pp. 913-923.
- Nordfalt, J. (2005), "Is Consumer Decision Making Out of Control? Non-Conscious Influences on Consumer Decision-Making for Fast Moving Consumer Goods," Doctoral Dissertation, The Economic Research Institute, Stockholm School of Economics.
- Norman, P. and L. Smith (1995), "The Theory of Planned Behavior and Exercise: An Investigation into The Role of Prior Behavior, Behavioral Intentions, and Attitude Variability," *European Journal of Social Psychology*, Vol. 25, pp. 403-415.
- Norman, P., M. Conner, and R. Bell (1999), "The Theory of Planned Behavior and Smoking Cessation," *Health Psychology*, Vol. 18, No. 1, pp. 89-94.
- Norman, P., H. Boer, and E. R. Seydel (2005), *Predicting Health Behavior: Research and Practice with Social Cognition Models*, 2nd ed. Maidenhead: Open University Press.
- Notani, A.S. (1998), "Moderators of Perceived Behavioral Control's Predictiveness in The Theory of Planned Behavior: A Meta Analysis," *Journal of Consumer Psychology*, Vol. 7, No. 3, pp. 247-271.
- Ouellette, J. A. and W. Wood (1998), "Habit and Intention in Every Day Life: The Multiple Process by Which Past Behavior Predicts Future Behavior," *Psychological Bulletin*, Vol. 124, No. 1, pp. 54-74.
- Papadopoulos, F.C., I. Skalkidis, J. Parkkari, and E. Petridou (2006), "Doping Use among Tertiary Education Students in Six Developed Countries," *European Journal of Epidemiology*, Vol. 21, No. 4, pp. 307-313.
- Park, S. (2000), "Relationships among Attitudes and Subjective Norms: Testing The Theory of Reasoned Action across Cultures," *Journal of Communication Studies*, Vol. 51, No. 2, pp. 162-175.
- Patton, M. (1990), *Qualitative Evaluation and Research Methods*. Beverly Hills, CA: Sage.
- Penz, E. and B. Stottinger (2005), "Forget The "Real" Thing Take The Copy! An Explanatory Model for The Volitional Purchase of Counterfeit Products," *Advances in Consumer Research*, Vol. 32, pp. 568-575.

- Perry, C., A. Riege, and L. Brown (1999), "Realism's Role among Scientific Paradigms in Marketing Research," *Irish Marketing Review*, Vol. 12, No. 2, pp. 16-23.
- Peter, J. P. and J. C. Olson (1983), "Is Science Marketing?" *Journal of Marketing*, Vol. 47, No. 4, pp. 111-125.
- Petroczi, A., J. Mazanov, T. Nepusz, S. H. Backhouse, and D. P. Naughton (2008), "Comfort in Big Numbers: Does Overestimation of Doping Prevalence in Others Indicate Self Involvement?" *Journal of Occupational Medicine and Toxicology*, Vol. 3, No. 19, pp. 1-8.
- Petroczi, A. and E. Aidman (2009), "Measuring Explicit Attitude toward Doping: Review of The Psychometric Properties of The Performance Enhancement Attitude Scale," *Psychology of Sport and Exercise*, Vol. 10, pp. 390-396.
- Phau, I. and M. Teah (2009), "Devil Wears (Counterfeit) Prada: A Study of Antecedents and Outcomes of Attitudes towards Counterfeits of Luxury Brands," *Journal of Consumer Marketing*, Vol. 26, pp. 15 – 27.
- Phau, I., M. Sequeira, and S. Dix (2009), "Consumers' Willingness to Knowingly Purchase Counterfeit Products," *Direct Marketing: An International Journal*, Vol. 3, pp. 262 – 281.
- Pinder, C. C. (1997), *Work Motivation in Organizational Behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Podsakoff, P. M., S. B. MacKenzie, J.Y. Lee, and N. P. Podsakoff (2003), "Common Method Biases in Behavioral Research: A Critical Review of The Literature and Recommended Remedies," *Journal of Applied Psychology*, Vol. 88, No. 5, pp. 879-903
- Poliakoff, E. and T. L. Webb (2007), "What Factors Predict Scientists' Intentions to Participate in Public Engagement of Science Activities?" *Science Communication*, Vol. 29, No. 2, pp. 242-263.
- Poortinga, W., L. Steg, and C. Vlek (2004), "Values, Environmental Concern, and Environmental Behavior," *Environment and Behavior*, Vol. 36, No. 1, pp. 70-93.
- Pope J. H. G., G. Kanayama, and J. I. Hudson (2012), "Risk Factors for Illicit Anabolic Androgenic Steroid Use in Male Weightlifters: A Cross-Sectional Cohort Study," *Biological Psychiatry*, Vol. 71, pp. 254-261.

- Povey, R., M. Conner, P. Sparks, R. James, and R. Shepherd (2000), "The Theory of Planned Behavior and Healthy Eating: Examining Additive and Moderating Effects of Social Influence Variables," *Psychology and Health*, Vol. 14, pp. 991-1006.
- Prentice, D. (1987), "Psychological Correspondence of Possessions, Attitudes, and Values," *Journal of Personality and Social Psychology*, Vol. 53, No. 6, pp. 993-1003.
- Purwani, K. dan B. S. Dharmmesta (2002), "Perilaku Beralih Merek Konsumen dalam Pembelian Produk Otomotif," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 17, No. 3, hal. 288-303.
- Purwanto, B. M. (2002), "The Effect of Salesperson Stress Factors on Job Performance," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 17, hal. 150-169.
- Rachon, D., L. Pokrywka, and K. S. Rachon (2006), "Prevalence and Risk Factors of Anabolic Androgenic Steroids (AAS) Abuse among Adolescents and Young Adults in Poland," *Sozial Preventive Medicine*, Vol. 51, pp. 392-398.
- Randall, D. M. (1989), "Taking Stock: Can The Theory of Reasoned Action Explain Unethical Conduct?" *Journal of Business Ethics*, Vol. 8, No. 11, pp. 873-882.
- Randall, D. M. (1994), "Why Students Take Elective Business Ethics Courses: Applying The Theory of Planned Behavior," *Journal of Business Ethics*, Vol. 13, No. 5, pp. 369-378.
- Reed, M. B., J. E. Lange, J. M. Ketchie, and J. D. Clapp (2007), "The Relationship between Social Identity, Normative Information, and College Student Drinking," *Social Influence*, Vol. 2, No.4, pp. 269-294.
- Reno, R. R., R. B. Cialdini, and C. A. Kallgren (1993), "The Transsituational Influence of Social Norms," *Journal of Personality and Social Psychology*, Vol. 64, pp. 104-112.
- Rhodes, R. E. and K. S. Courneya (2005), "Threshold Assessment of Attitude, Subjective Norm, and Perceived Behavioral Control for Predicting Exercise Intention and Behavior," *Psychology of Sport and Exercise*, Vol. 6, pp. 349-361.
- Rimal, R. N. and K. Real (2005), "How Behaviors are Influenced by Perceived Norms: A Test of The Theory of Normative Social Behavior," *Communication Research*, Vol. 32, No. 3, pp. 389-414.

- Rindfleisch, A., A. J. Malter, S. Ganesan, and C. Moorman (2008), "Cross Sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines," *Journal of Marketing Research*, Vol. 45, pp. 261–279.
- Rivis, A. and P. Sheeran (2003), "Descriptive Norms as An Additional Predictor in The Theory of Planned Behavior: A Meta Analysis," *Current Psychology*, Vol. 22, pp. 218–233.
- Rodek, J., D. Sekulic, and E. Pasalic (2009), "Can We Consider Religiousness as A Protective Factor Against Doping Behavior in Sport?" *Journal of Religion and Health*, Vol. 48, No. 4, pp. 445-453.
- Rokeach, M. (1968), *Beliefs, Attitudes, and Values: A Theory of Organization and Change*, San Fransisco, California: Jossey Bass, Inc.
- Romeder, Z. M. (1999), "An Analysis of The Stages of Exercise Change among Older Adults with A Chronic Illness," Thesis, Department of Gerontology, Simon Fraser University.
- Rosenstock, I. M., V. J. Strecher, and M. H. Becker (1988), "Social Learning Theory and The Health Belief Model," *Health Education Quarterly*, Vol. 15, No. 2, pp. 175-183.
- Ross, L., D. Greene, and P. House (1977), "The "False Consensus Effect": An Egocentric Bias in Social Perception and Attribution Processes," *Journal of Experimental Social Psychology*, Vol. 13, pp. 279-301.
- Rook, D. W. and R. J. Fisher (1995), "Normative Influences on Impulsive Buying Behavior," *Journal of Consumer Research*, Vol. 22, No. 3, pp. 305-313.
- Ryan, M. J. and E. H. Bonfield (1975), "The Fishbein Extended Model and Consumer Behavior," *Journal of Consumer Research*, Vol. 2, No. 2, pp. 118-136.
- Ryan, M. J. and E. H. Bonfield (1980), "Fishbein's Intentions Model: A Test of External and Pragmatic Validity," *Journal of Marketing*, Vol. 44, No. 2, pp. 82-95.
- Ryan, M. J. (1982), "Behavioral Intention Formation: The Interdependency of Attitudinal and Social Influence Variables," *Journal of Consumer Research*, Vol. 9, No. 3, pp. 263-278.
- Sagiv, L. and S. H. Schwartz (2004), "Values, Intelligence and Client Behavior in Career Counseling: A Field Study," *European Journal of Psychology of Education*, Vol. 19, No. 3, pp. 237-254.

- Sagiv, L. and S. H. Schwartz (2007), "Cultural Values in Organisations: Insights for Europe," *European Journal of International Management*, Vol. 1, No. 3, pp. 176-190.
- Salisbury, W. D., W. W. Chin, A. Gopal, and P. R. Newsted (2002), "Research Report: Better Theory through Measurement Developing A Scale to Capture Consensus on Appropriation," *Information System Research*, Vol. 13, pp. 91-103.
- Sanchez, J. M. and M. Zabala (2013), "Doping in Sport: A Review of Elite Athletes' Attitudes, Beliefs, and Knowledge," *Sports Medicine*, pp. 1-17.
- Sayeed, S., M. Fishbein, R. Hornik, J. Cappella, and R. K. Ahern (2005), "Adolescent Marijuana Use Intentions: Using Theory to Plan An Intervention," *Drugs: Education, Prevention and Policy*, Vol. 12, No. 1, pp. 19-34.
- Siepmann, M. (2008), "Health Behavior: Antecedent and Consequences," *Health Education Research*, pp. 516-522.
- Schein, E.H. (1965). *Organizational Psychology*. Englewoods Cliffs, NJ: Prentice-Hall, Inc.
- Schein, E.H. (1985). *Organisational Culture and Leadership*. Jossey Bass, San Francisco.
- Schiffman, L. G., L. L. Kanuk, and J. Wisenblit (2010), *Consumer Behavior*, 10th ed. Global Edition, NJ: Pearson Education, Inc.
- Schiffman, L. G. and J. Wisenblit (2015), *Consumer Behavior*, 11th ed. Global Edition, Essex: Pearson Education Limited.
- Schifter, D. E. and I. Ajzen (1985), "Intention, Perceived Control, and Weight Loss: An Application of The Theory of Planned Behavior," *Journal of Personality and Social Psychology*, Vol. 49, No. 3, pp. 843-851.
- Schultz, P. W., J. M. Nolan, R. B. Cialdini, N. J. Goldstein, and V. Griskevicius (2007), "The Constructive, Destructive, and Reconstructive Power of Social Norms," *Psychological Science*, Vol. 18, No. 5, pp. 429-434.
- Schuman, H. and M. P. Johnson (1976), "Attitudes and Behavior," *Annual Review of Sociology*, Vol. 2, pp. 161-207.
- Schwartz, S.H. (1994), "Are There Universal Aspects in The Structure and Contents of Human Values?" *Journal of Social Issues*, Vol. 50, pp. 19-45.

- Schwartz, S.H. (1996), "Value Priorities and Behavior: Applying A Theory of Integrated Value Systems, "*The Psychology of Values*, Vol. 8, pp. 1-24.
- Schwartz, S.H. and A. Bardi (2001), "Value Hierarchies across Cultures: Taking A Similarities Perspective, "*Journal of Cross Cultural Psychology*, Vol. 32, pp. 268-290.
- Seale, C. (1999), "Quality in Qualitative Research, "*Qualitative Inquiry*, Vol. 5, No. 4, pp. 465-478.
- Sekaran, U. and R. Bougie (2010), *Research Methods for Business: A Skill Building Approach*. 5th ed. West Sussex: John Wiley and Sons.
- Sheeran, P. and S. Orbell (1999), "Augmenting The Theory of Planned Behavior: Roles for Anticipated Regret and Descriptive Norms, "*Journal of Applied Social Psychology*, Vol. 29, No. 10, pp. 2107-2142.
- Shepherd, G. J. and D. J. O'Keefe (1984), "Separability of Attitudinal and Normative Influences on Behavioral Intentions in The Fishbein Ajzen Model, "*Journal of Social Psychology*, Vol. 122, pp. 289-290.
- Sheppard, B. H., J. Hartwick, and P. R. Warshaw (1988), "The Theory of Reasoned Action: A Meta Analysis of Past Research with Recommendations for Modifications and Future Research, "*Journal of Consumer Research*, Vol. 15, pp. 325-343.
- Sheth, J. N., B. I. Newman, and B. L. Gross (1991), "Why We Buy What We Buy: A Theory of Consumption Values, "*Journal of Business Research*, No. 22, pp. 159-170.
- Shimp, T. A. and A. Kavas (1984), "The Theory of Reasoned Action Applied to Coupon Usage, "*Journal of Consumer Research*, Vol. 11, No. 3, pp. 795-809.
- Sihombing, S. O. (2004), "Hubungan Sikap dan Perilaku Memilih Satu Merek: Komparasi antara Theory of Planned Behavior dan Theory of Trying, "Disertasi Doktor, Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada.
- Sinclair, J., F. Mazzotti, and J. Graham (2003), "Motives to Seek Threatened and Endangered Species Information for Land Use Decisions, "*Science Communication*, Vol. 25, No. 1, pp. 39-55.

- Sjostrom, O. and D. Holst (2002), "Validity of A Questionnaire Survey: Response Patterns in Different Subgroups and The Effect of Social Desirability, " *Acta Odontologica Scandinavica*, Vol. 60, No. 3, pp. 136-140.
- Smith, J. R., D. J. Terry, A. S. R. Manstead, W. R. Louis, D. Kotterman, and J. Wolfs (2007), "Interaction Effects in The Theory of Planned Behavior: The Interplay of Self Identity and Past Behavior, " *Journal of Applied Social Psychology*, Vol. 37, No. 11, pp. 2726-2750.
- Smith, J. R., D. J. Terry, A. S. R. Manstead, W. R. Louis, D. Kotterman, and J. Wolfs (2008), "The Attitude Behavior Relationship in Consumer Conduct: The Role of Norms, Past Behavior, and Self Identity, " *The Journal of Social Psychology*, Vol. 148, No. 3, pp. 311-333.
- Snyder, M. (1974), "Self Monitoring of Expressive Behavior, " *Journal of Personality and Social Psychology*, Vol. 30, No. 4, pp. 526-537.
- Sommer, L. (2011), "The Theory of Planned Behaviour and The Impact of Past Behaviour, " *International Business and Economics Research Journal*, Vol. 10, No. 1, pp. 91-110.
- Sparks, P. and R. Shepherd (1992), "Self Identity and The Theory of Planned Behavior Assessing The Role of Identification with Green Consumerism, " *Social Psychology Quarterly*, Vol. 55, pp. 388-399.
- Stacy, A. W., K. F. Widaman, and G. A. Marlatt (1990), "Expectancy Models of Alcohol Use, " *Journal of Personality and Social Psychology*, Vol. 58, No. 5, pp. 918-928.
- Stacy, A. W., P. M. Bentler, and B. R. Flay (1994), "Attitudes and Health Behavior in Diverse Populations: Drunk Driving, Alcohol Use, Binge Eating, Marijuana Use, and Cigarette Use, " *Health Psychology*, Vol. 13, No. 1, pp. 73-85.
- Steenkamp, J. B. E. M., M. G. De Jong, and H. Baumgrtner (2010), "Socially Desirable Response Tendencies in Survey Research, " *Journal of Marketing Research*, Vol. 47, pp. 199-214
- Stevens, J. P. (1984), "Quantitative Methods in Psychology: Outliers and Influential Data Points in Regression Analysis, " *Psychological Bulletin*, Vol. 95, No. 2, pp. 334-344.
- Surbakti, R. A. (2005), *Metode Penelitian Sosial: Berbagai Alternatif Pendekatan*. Jakarta: Prenada Media.

- Sutton, S. (1998), "Predicting and Explaining Intentions and Behavior: How Well Are We Doing?" *Journal of Applied Social Psychology*, Vol. 28, No. 15, pp. 1317-1338.
- Sutton, S., D. P. French, S. J. Hennings, J. Mitchell, N. J. Wareham, S. Griffin, W. Hardeman, and A. L. Kinmonth (2003), "Eliciting Salient Beliefs in Research on The Theory of Planned Behaviour: The Effect of Question Wording," *Current Psychology: Developmental, Learning, Personality, Social*, Vol. 22, No. 3, pp. 234-251.
- Swan, J. E. and W. S. Martin (1994), "The Theory Setting Testable Hypothesis Model: A Framework to Assist Doctoral Students in Linking Theory and Empirical Research," *Marketing Education Review*, Vol. 4, pp. 2-15.
- Tabachnick, B. G. and L. S. Fidel (2001), *Using Multivariate Statistics*. 4th ed. Needham Heights: Allyn and Bacon.
- Tarkiainen, A. and S. Sundqvist (2005), "Subjective Norms, Attitudes and Intentions of Finnish Consumers in Buying Organic Food," *British Food Journal*, Vol. 107, Iss. 11, pp. 808 – 822.
- Teah, M. and I. Phau (2007), "The Influence of Information Susceptibility, Normative Susceptibility and Collectivism on Attitudes towards Counterfeiting of Luxury Brands," in Thyne, M.; K. Deans; and J. Gnoth eds., *Australian and New Zealand Marketing Academy Conference*, Dunedin: University of Otago.
- Terry, D. J. and M. A. Hogg (1996), "Group Norms and The Attitude Behavior Relationship: A Role for Group Identification," *Personality and Social Psychology Bulletin*, Vol. 22, No. 8, pp. 776-793.
- Thompson, K. E., N. Haziris, and P. J. Alekos (1994), "Attitudes and Food Choice Behaviour," *British Food Journal*, Vol. 96, No. 11, pp. 9-13.
- Thompson, N. J. and K. E. Thompson (1996), "Reasoned Action Theory: An Application to Alcohol Free Beer," *Journal of Marketing Practice: Applied Marketing Science*, Vol. 2, No. 2, pp. 35-48.
- Titah, R. and H. Barki (2009), "Nonlinearities between Attitude and Subjective Norms in Information Technology Acceptance: A Negative Synergy?" *MIS Quarterly*, Vol. 33, No. 4, pp. 827-844.
- Trafimow, D. (1998), "Attitudinal and Normative Processes in Health Behavior," *Psychology and Health*, Vol.13, pp. 307-317.

- Trafimow, D. and K. A. Finlay (2001), "The Relationship between Normatively versus Attitudinally Controlled People and Normatively versus Attitudinally Controlled Behaviors, *"The Social Science Journal*, Vol. 38, pp. 203-216.
- Trafimow, D., P. Sheeran, M. Conner, and K. A. Finlay (2002), "Evidence that Perceived Behavioral Control is A Multidimensional Construct: Perceived Control and Perceived Difficulty, *"British Journal of Social Psychology*, Vol. 41, pp. 101-121.
- Vallerand, R. J., P. Deshaies, J. P. Cuerrier, L. G. Pelletier, and C. Mongeau (1992), "Ajzen and Fishbein's Theory of Reasoned Action as Applied to Moral Behavior: A Confirmatory Analysis, *"Journal of Personality and Social Psychology*, Vol. 62, No. 1, pp. 98-109.
- Van Empelen, P., G. Kok, C. J. P. H. Hoebe, and M. W. J. Jansen (2003), "A Qualitative Study of Factors that Influence The Motivation Action Relationship in Condom Use among Drug Users, *"Health Education*, Vol. 103, Iss. 4, pp. 230-239.
- Vanlandingham, M. J., S. Suprasert, N. Grandjean, and W. Sittitrai (1995), "Two Views of Risky Sexual Practices among Northern Thai Males: The Health Belief Model and The Theory of Reasoned Action, *"Journal of Health and Social Behavior*, Vol. 36, No. 2, pp. 195-212.
- Venkatesh, V., M. G. Morris, G. B. Davis, and F. D. Davis (2003), "User Acceptance of Information Technology: Toward A Unified View, *"MIS Quarterly*, Vol. 27, No. 3, pp. 425-478.
- Viki, G. T., M. J. Culmer, A. Eller, and D. Abrams (2006), "Race and Willingness to Cooperate with The Police: The Roles of Quality of Contact, Attitudes towards The Behaviour and Subjective Norms, *"British Journal of Social Psychology*, Vol. 45, pp. 285-302.
- Wade, N. (1972), "Anabolic Steroids: Doctors Denounce Them, but Athletes Aren't Listening, *"Science, New Series*, Vol. 176, No. 4042, pp. 1399-1403
- Warshaw, P. R. (1980), "A New Model for Predicting Behavioral Intentions: An Alternative to Fishbein, *"Journal of Marketing Research*, Vol. 17, No. 2, pp. 153-172.
- Warshaw, P. R. (1980), "Predicting Purchase and Other Behaviors from General and Contextually Specific Intentions, *"Journal of Marketing Research*, Vol. 17, No. 1, pp. 26-33.

- Weaver, A. A. (2002), "Determinants of Environmental Attitudes: A Five Country Comparison," *International Journal of Sociology*, Vol. 32, No. 1, pp. 77-108.
- Whitaker, L., J. Long, A. Petróczi, and S.H. Backhouse (2012), "Athletes' Perceptions of Performance Enhancing Substance User and NonUser Prototypes," *Performance Enhancement and Health*, Vol. 1, pp. 28– 34.
- White, K. M., I. C. Thomas, K. L. Johnston, and M. K. Hyde (2008), "Predicting Attendance at Peer Assisted Study Sessions for Statistics: Role Identity and The Theory of Planned Behavior," *Journal of Social Psychology*, Vol. 148, No. 4, pp. 473-491.
- White, K. M., J. K. Smith, D. J. Terry, J. H. Greenslade, and B. M. McKimmie (2009), "Social Influence in The Theory of Planned Behavior: The Role of Descriptive, Injunctive, and in Group Norms," *British Journal of Social Psychology*, Vol. 48, No. 1, pp. 135-158.
- Wiefferink, C. H., S. B. Detmar, B. Coumans, T. Vogels, and T. G.W. Paulussen (2008), "Social Psychological Determinants of The Use of Performance Enhancing Drugs by Gym Users," *Health Education Research*, Vol. 23, No.1, pp. 70–80.
- Wu, K. S. and Y. M. Teng (2011), "Applying The Extended Theory of Planned Behavior to Predict The Intention of Visiting A Green Hotel," *African Journal of Business Management*, Vol. 5, No. 17, pp. 7579-7587.
- Yesalis, C. E. and M. S. Bahrke (2000), "Risk Factors Associated With Anabolic Androgenic Steroid Use among Adolescents," *Sports Medicine*, Vol. 6, pp. 398-405.
- Yesalis, C. E. and M. S. Bahrke (2001), "History of Doping in Sports," *International Sports Studies*, Vol. 24, No. 1, pp. 42-76.
- Yesalis, C. E. and M. S. Bahrke (2005), "Anabolic Androgenic Steroids: Incidence of Use and Health Implications," *President's Council on Physical Fitness and Sports: Research Digest*, Vol. 5, No. 5, pp. 1-8.
- Yi Lu, H., H. Ya Hou, T. H. Dzwo, Y. C. Wu, J. E. Andrews, S. T. Weng, M. C. Lin, and J. Y. Lu (2010), "Factors Influencing Intentions to Take Precautions to Avoid Consuming Food Containing Dairy Products Expanding The Theory of Planned Behaviour," *British Food Journal*, Vol. 112, No. 9, pp. 919-933.

Yordy, G. A. and R. W. Lent (1993), "Predicting Aerobic Exercise Participation: Social Cognitive, Reasoned Action, and Planned Behavior Models, "*Journal of Sport and Exercise Psychology*, Vol.15, pp. 363-374.

Zuckerman, M. and H. T. Reis (1978), "Comparison of Three Models for Predicting Altruistic Behavior, "*Journal of Personality and Social Psychology*, Vol. 36, No. 5, pp. 498-510.

Zychowicz, M. J. and M. Pilska (2006), "Psychosocial Determinants of Using Vitamin and Mineral Supplements among Students, "*Polish Journal of Food and Nutrition Sciences*, Vol. 15/56, SI 2, pp. 167-170.

_____ (2013), "Penggunaan Steroid Merebak, "*Kompas*, 6 Mei 2013, hal. 1 dan hal. 9.

_____ (2012), "Ade Rai tentang Kematian Atlet Binaraga, "*Kompas.com*. Tersedia di:
<http://olahraga.kompas.com/read/2012/10/09/12413740/Ade.Rai.tentang.Kematian.Atllet.Bina.Raga>, diakses tanggal 16 Februari 2013.

_____ (2012), "Doping dan Steroid, "*Binaraganet*. Tersedia di:
<http://artikel.binaraga.net/2012/05/23/doping-steroid/>, diakses tanggal 16 Februari 2013