

DAFTAR PUSTAKA

- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors influencing perceived quality and repurchase intention towards green products. *Procedia Economics and Finance*, 37(16), 391-396.
- Basu Swastha, Hani Handoko. 2012. Manajemen Pemasaran-Analisis Perilaku Konsumen. Yogyakarta : BPF.
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812.
- Charton-Vachet, F., Lombart, C., & Louis, D. (2020). Impact of attitude towards a region on purchase intention of regional products: the mediating effects of perceived value and preference. *International Journal of Retail & Distribution Management*.
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust. *Management Decision*.
- Cheng, L. J., Yeh, C. C., & Wong, S. L. (2014). Mediating effects between World Games identification and licensed merchandise. *Managing Service Quality*.
- Choi, E., & Lee, K. C. (2019). Effect of trust in domain-specific information of safety, brand loyalty, and perceived value for cosmetics on purchase intentions in mobile e-commerce context. *Sustainability*, 11(22), 6257.
- D'Souza, C., Taghian, M. and Khosla, R. (2007). Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2), 69-78.
- Devi, N. K. E. S., & Aksari, N. M. A. Pengaruh Persepsi Nilai, Persepsi Risiko Dan Sikap Terhadap Niat Membeli Kembali Pada Makanan Cepat Saji. *E-Jurnal Manajemen*, 9(1), 119-138.
- Dewi, S. A., & Rastini, N. M. (2016). Peran Green Trust Memediasi Green Perceived Value Dan Green Perceived Risk Terhadap Green Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 5(12).
- Elassy, N. (2015). The concepts of quality, quality assurance and quality enhancement. *Quality assurance in education*.

- Gouda, S. K., Awasthy, P., Krishnan, T. S., & Sreedevi, R. (2019). What does “green quality” really mean?. *The TQM Journal*.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- Harriyati, Ratih. 2010. Bauran Pemasaran dan Loyalitas Konsumen. Bandung. Alfabeta
- Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of management and marketing research*, 9(1), 1-17.
- Hussain, T. K., Ahmed, N., & Ishtiaque, H. (2019). Impact Of Perceived Quality On Consumer Attitude In Food Industry Of Pakistan. *Turkish Journal of Marketing*, 3(3).
- Julianti, N. W. S., & Pramudana, K. A. S. *Peran Sikap dalam Memediasi Pengaruh Pengetahuan dan Kepedulian Lingkungan terhadap Niat Beli Produk Hijau* (Doctoral dissertation, Udayana University).
- Kianpour, K., Jusoh, A., & Asghari, M. (2014). Environmentally friendly as a new dimension of product quality. *International Journal of Quality & Reliability Management*.
- Kotler, philip dan keller kevin lane. 2007. Manajeen pemasaran. Indonesia. Indeks
- Liputan6.com, “Global Warming Adalah Dampak Dari Efek Rumah Kaca Ini Cara Mengatasinya”, 16 Januari 2019, <<https://m.liputan6.com/global/read/3872003/global-warming-adalah-dampak-dari-efek-rumah-kaca-ini-cara-mengatasinya>> [diakses pada 31 November 2019]
- Lu, L.,Bock, D., & Joseph, M. (2013). Green marketing: what the millennials buy. *Journal of Business Strategy*, 34(36), 3-10.
- Marcelino, D. (2020). Green Purchase Intention Pada Konsumen Nutrifood di Bandung: Peran Environment Concern Dengan Mediasi Green Trust. *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, 4(1), 01-20.
- Matić, M., & Puh, B. (2016). Consumers’purchase Intentions Towards Natural Cosmetics. *Ekonomski vjesnik/Econviews-Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), 53-64.
- Priansa, Donni Juni. 2017. Perilaku Konsumen. Bandung. Alfabeta
- Quintal, V., & Phau, I. (2013). Brand leaders and me-too alternatives: how do consumers choose?. *Marketing Intelligence & Planning*.

- Romero, Eugene F. Stone & Dianna L. Stone. (1997). Development of a Multidimensional Measure of Perceived Product Quality. *Journal of Quality Management*, 2(1), 87-111.
- Sharma, A., & Foropon, C. (2019). Green Product attributes and green purchase behavior. *Management Decision*.
- Sholihin, Mahfud dan Dwi Ratmono. 2020. Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis. Yogyakarta. ANDI.
- Sumarwan, ujang. 2004. Perilaku konsumen. Bogor. Ghalia Indonesia
- Utami, R. D., Gunarsih, T., & Aryanti, T. (2014). Pengaruh Pengetahuan, Kepedulian dan Sikap pada Lingkungan terhadap Minat Pembelian Produk Hijau. *Media Trend*, 9(2).
- Wahyuningsih, L., Rachma, N., & Hufron, M. (2020). Pengaruh Green Perceived Value, Green Perceived Risk Terhadap Green Purchase Intention Dengan Green Trust Sebagai Variable Intervening (Studi Kasus Di The Body Shop Di transmart Malang). *Jurnal Ilmiah Riset Manajemen*, 9(06).
- Weisstein, F. L., Asgari, M., & Siew, S. W. (2014). Price presentation effects on green purchase intentions. *Journal of Product & Brand Management*.
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food product. *British Food Journal*.
- Wu, S. I., & Chen, Y. J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, 6(5), 81.
- Yamit, Zulian. 2001. Manajemen Kualitas Produk & Jasa. Yogyakarta. Ekonisia.