

REFERENCES

- Abzari, Mehdi., Shad, Safari, Faranak, 2013. Studying the Effect of Green Marketing Mix on Market Share Increase. *European Online Journal of Natural and Social Science*. Vol.2(3): 641-653
- Adi, Pramono Hari. 2015. Antecedents of Consumers Perception and Its Influence Towards Purchase Intention on Cosmetics Product, *Ekuitas: Jurnal Ekonomi dan Keuangan*, Volume 19(4): 480 – 494
- Agyekum, Crentsil Kofi, Haifeng, Huang, Agyeiwaa, Amma. 2015. Consumer Perception of Green Product Quality, *China Journal of Management and Economics Department*.
- Aldoko, Dicky., Suharyono., dan Yulianto, Edi. 2016. Pengaruh Green Marketing Terhadap Citra Merek dan Dampaknya pada Keputusan Pembelian (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya). *Jurnal Administrasi Bisnis*. Vol. 40(2)
- Anandya, Dudi dan Heru Suprihadi. 2005. *Riset Pemasaran Prospektif & Terapan*, Bayumedia Publishing, Malang.
- Ashari. 2011. Analisis Pengaruh Desain Kemasan Produk dan Daya Tarik iklan terhadap Brand Awareness dan Dampaknya pada Minat Beli Konsumen. *Jurnal Manajemen*.
- Assauri, Sofjan, 2007. *Manajemen Pemasaran*, Rajawali Pers, Jakarta.
- Azimi, Golrokh., and Shabani, Muhammad. 2016. The effect of green marketing mix on purchase decision-making styles of customers. *International Journal of Advanced Biotechnology and Research*. Vol-7 Number 2 pp. 797-805
- Darakhshan, N. and Islam, J, U. 2014. Purchase Intention and Buying Behavior toward Laptop: A Study of Student in Jamia Millia Islam Univesity, New Delhi, India.
- D'Souza, Clare., Taghian, Mehdi., Lamb, Peter., and Peretiatkos, Roman. 2006. Green Products and Corporate Strategy: an Empirical Investigation. *Society and Business Review*. Volume 1 Issue 2 pp. 144-157
- Fahrudin, Fahmi, Agus., Fauzi Achmad., and Yulianto, Edy. 2015. Pengaruh Atribut Produk Terhadap Keputusan Pembelian (Survei pada Pengunjung Malang Plasa yang Membeli *Smartphone* Samsung Seri Galaxy). *Jurnal Administrasi Bisnis*. Vol. 28 No. 1
- Ferdinand, Augusty. 2000. *Manajemen Pemasaran: Sebuah Pendekatan Strategic*. Semarang: BP UNDIP.

- Ferdinand, A., 2005. *Structural Equation Modeling Dalam Penelitian Manajemen*. Fakultas Ekonomi Universitas Diponegoro, Semarang.
- Ferdinand, Agustiy. 2006. *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro, Semarang.
- Fincham, J.E., 2008. Response Rates and Responsiveness for Surveys, Standards, and the Journal, *American Journal of Pharmaceutical Education*, Vol. 72, No. 2, pp. 43.
- Ghozali, Imam., 2008. *Model Persamaan Struktural: Konsep dan Aplikasi Dengan Program Amos 16.0*. Semarang : Badan Penerbit UNDIP.
- Gurau, C. and Ranchhod, A. 2005. International Green Marketing: A Comparative Study of British and Romanian Firms. *International Marketing Review*. Vol. 22 No. 5, pp. 547-561.
- Hair, J. F., Black, Andersen, R. E., & Tatham, R. L., & Black, W.C. 1998. *Multivariate data analysis (5th ed.)*. Pearson Education international, Inc, New Jersey.
- Hemmerling, Sarah., Canavari, Maurizio., Spiller, Achim., 2016. Preference For naturalness of European Organic Consumers: First Evidence of An Attitude-Liking Gap. *British Food Journal*. Vol. 118 Issue 9
- Henriques, Adrian., and Richardson, Julie. 2004. *Enter the Triple Bottom Line*, by John Elkington, in *The Triple Bottom Line: Does It All Add Up*. Earthscan Paperback
- Jafaar, Siti Nurafifah, Pan Ein Lalp, and Mohaini Mohamed. 2012. Consumers Perseptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia. *Asia Journal of Business and Management Sciences*. Vol.2 No.8: 74-7. ISSN: 2047-2528.
- Khan, A. Irkhlash., and Abourashed, A. Ehab., 2010. *Leung's Encyclopedia of Common Natural Ingredients: Used in Food, Drugs, and Cosmetics (3rd edition)*. Wiley Publisher.
- Korstanje, Maximiliano, E., George, Babu. 2012. Global Warming and Tourism: Chronicles of Apocalypse. *Worldwide Hospitality and Tourism Themes*. Vol. 4 Issue 4 pp. 332 – 355
- Kotler, P., Keller, K.L. 2012. *Marketing Management 14th edition*. Edinburgh Gate: Pearson Education.
- Kotler, Philip and Armstrong, Gary. 2012. *Principle of Marketing*, Global Edition 14th Edition, Pearson Education.
- Kristiana, Nela., and Wahyudin, Nanang. 2012. Pengaruh Persepsi Atribut Produk Terhadap Minat Beli Konsumen Mobil Merek Isuzu ELF Studi Pada PT.

- Karya Zirang Utama Isuzu Semarang. *Jurnal Ilmu Manajemen dan Akuntansi Terapan*. Vol 3 Nomor 1
- Kumar, Prashant., and Ghodeswar, Bhimrao M. 2015. Factors Affecting Consumers' Green Product Purchase Decisions. *Journal Marketing Intelligence & Planning*. Volume 33 Issue 3
- Manaktola and Jauhrain, J. 2007. Exploring Consumer Attitude and Behavior Towards Green Practice In the Lodging Industry In India. *International Journal of Contemporary Hospitality Management*.
- Peter J, Paul., and Olson, Jerry, C. 2010. *Consumer Behavior & Marketing Strategy*. McGraw-Hill, New York.
- Pickett-Baker, Josephine., and Ozaki, Ritsuko. 2008. Pro-environmental Products Marketing Influence on Consumer Purchase. *Journal of Consumer Marketing*. Volume 15 Issue 3
- Pride, William M. and O.C Ferrel. 2009. *Foundations of Marketing*. 3rd Ed. Boston New York: Houghton Mifflin Company.
- Rahayu, Luh Made. Abdillah, Yusri. Mawardi M. Kholid. 2017. Pengaruh Green Marketing Terhadap Keputusan Pembelian Konsumen (Survei Pada Konsumen The Body Shop di Indonesia dan di Malaysia). *Jurnal Administrasi Bisnis*. Vol. 43 No.1
- Rahbar, Elham., and Wahid, Nabsiah, Abdul. 2011. Investigation of Green Marketing Tools' Effect on Consumers' Purchase Behavior. *Business Strategy Series*. Volume 12 Issue 2
- Raska, D. and Shaw, D. 2012. When is Going Green Good For Company Image?. *Management Research Review*. Vol. 35 No. 3 pp. 326-347.
- Resmi, Nanda., and Wismiarsi, Tri. 2015. Pengaruh Kemasan dan Harga Pada Keputusan Pembelian Minuman Isotonik. *Jurnal Manajemen dan Bisnis Sriwijaya*, Vol.13 No.1
- Rödiger, Manika., Plaßmann, Sabina., and Hamm, Ulrich. 2016. Organic Consumers' Price Knowledge, Willingness-To-Pay and Purchase Decision. *British Food Journal*. Vol. 118 Issue 11 pp. -
- Royne, M.B., Levy, M. and Martinez, J. 2011. The Public Health Implications of Consumers' Environmental Concern and Their Willingness To Pay For an Eco-friendly product. *The Journal of Consumer Affairs*. Vol. 45 No. 2 pp. 329-343.
- Shabani, Nazanin., Ashoori, Mahboobeh., Taghinejad, Mohammad., Beyrami, Hamed., Fekri, Marjan Noor. 2013. The Study of Green Consumers' Characteristics and Available Green Sectors in The Market. *International*

- Research Journal of Applied and Basic Sciences*. Vol, 4 (7): pp. 1880-1883
- Solaiman, Mohammad., Osman, Abdullah., and Uberi, Mohd S. 2015. Green Marketing; A Marketing Mix Point of View. *International Journal of Business and Technopreneurship*. Vol 1(5): 87-98.
- Sugiyono. 2003. “*Metode Penelitian Bisnis*”. Edisi I. Alfabeta : Bandung.
- Suliyanto. 2005. *Analisis Data dalam Aplikasi Pemasaran*, Ghalia Indonesia, Bogor.
- _____. 2006. “*Metode Riset dan Bisnis*”. ANDI : Yogyakarta.
- _____. 2011. “*Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS*”. ANDI: Yogyakarta.
- Sumarsono., dan Giyatno, Yayat.2012. Analisis Sikap dan Pengetahuan Konsumen Terhadap Ecolabelling Serta Pengaruhnya Pada Keputusan Pembelian Produk Ramah Lingkungan. *PERFORMANCE*. Vol. 15 No.1:(p.70–85)
- Sumarwan, Ujang, A.G, Prihartono., A.W Sumarlin, D.A. Mamahit, E. Purnomo Hadi, J. Hasan, M. Ahmady, R. Wulandari, T. Haryono. 2012. *Riset Pemasaran dan Konsumen*, Seri 2. Bogor: PT Penerbit IPB Press
- Tan, Teck Hong. 2013. Use of Structural Equation Modeling to Predict the Intention to Purchase Green and Sustainable Homes in Malaysia. *Asian Social Science*. Vol. 9, No. 10
- Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Edisi 3. BPFE : Yogyakarta
- Waskito, Jati., and Sujadi. 2014. Model Meningkatkan Niat Pembelian Konsumen Pada Produk Ramah Lingkungan
- Yang, Yi Chang. 2017. Consumer Behavior towards Green Products. *Journal of Economics, Business and Management*. Vol. 5, No. 4