

## DAFTAR PUSTAKA

- Aman, A.H.L., Amran H., and Zuhul H. 2012. The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable. *British Journal of Arts and Social Sciences* Vol. 7.No. 2. pp. 145-167.
- Angelovska, J., Snezana B. S., and Nina A. 2012.The Impact of Environmental Concern and Awareness on Consumer Behaviour.*Journal International Environmental Application & Science*.Vol. 7.No. 2. pp. 406-416.
- Anwar, Sanusi, 2017. *Metodologi Penelittian Bisnis*. Cetakan Keenam. Jakarta: Salemba Empat.
- Bianchi, C., Drennan, J., dan Proud, B. 2014. "Antecedents of consumer brand loyalty in the Australian wine industry". *Journal of Wine Research* , Vol. 25, No. 2, 91–104.
- Chen, M.F., and Tung,P.J. (2014). Developing an extended Theory of Planned Behaviour model to predict consumers' intention to visit green hotels. *International Journal Hospitality Management* 36: 221–230.
- Dharma, K. N. A., & Iskandar, D. (2017). Pengaruh Celebrity Endorser Jkt48 Terhadap Minat Beli Konsumen Im3 Play (studi Kasus Pada Pengunjung Teater Jkt48 Periode 21 Februari 2016). Bandung: Telkom University
- Fakultas Ekonomi Universitas Negeri Jakarta. (2018). Surat Keputusan Dekan Mengenai Tata Cara Pengutipan Dalam Tugas Akhir Mahasiswa Nomor 1034/UN39.5.FE/LL/2018. 13 April

- FE UNJ. (2012). Pedoman Penulisan Skripsi Sarjana. Diakses 8 Februari 2018, dari <http://fe.unj.ac.id/wp-content/uploads/2015/05/PEDOMAN-SKRIPSI-2012-terakhir.pdf>.
- Iran dust, M., and Naser, B. 2014. The Role of Customer's Believability and Attitude in Green Purchase Intention. Kuwait Chapter of Arabian Journal of Bussiness and Management Review. 3 (7), pp: 242-248.
- Jones, M. A., Reynolds, K. E., Arnold, M. J., Gabler, B. C., Gillison, S. T., & Landers, V. M. (2015). Exploring consumers' attitude towards relationship marketing. *Journal of Services Marketing*, 29(3), 188-199. <https://doi.org/10.1108/JSM-04-2014-0134>
- Joshi, P. 2012. Effects of Environmental Concern & Social Norms on Environmental Friendly Behavioral Intentions. *Business Intelligence Journal*. Vol. 5.No. 1. pp. 169-175.
- Junaedi, M.F. Shellyana. (2015). Pengaruh Gender Sebagai Pemoderasi Pengembangan Model Perilaku Konsumen Hijau Di Indonesia. *Kinerja Jurnal Bisnis dan Ekonomi*. Vol. 7 No. 2, hal. 24-39.
- Hair, Joseph F JR, dkk. (2010). *Multivariate Data Analysis*. Person Prentice Hall
- Kotler, P&Armstrong, G. (2014). *Principles of marketing*. Pearson New Jersey.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 ed.). *Global Edition*. Person Education Limited
- Laksmi, A. D., & Wardana, I. M. (2015). Peran Sikap dalam Memediasi Pengaruh Kesadaran Lingkungan terhadap Niat Beli Produk Ramah Lingkungan. *E-Jurnal Manajemen Unud*, 4(7), 1902-1917.

- Lee, E., Nam-Kyu P., and Ju H.H. (2013). Gender Difference in Environmental Attitude and Behaviors in Adoption of Energy-Efficient Lighting at Home. *Journal of Sustainable Development* Vol. 6.No. 9. pp. 36-50.
- Lendo, Ratyh Rizka. (2013). The Influence of Motivation and Consumer Attitude on Online Shop Purchase Decision. Faculty of Economics and Business, International Business Administration (IBA) Program. University of Sam Ratulangi Manado.
- Maholtra, N. K. (2012). Marketing Research An Applied Orientation. Pearson Education Inc.
- Mashadi, (2010), Pengaruh Motivasi, Persepsi, Sikap dan Pembelajaran Konsumen Terhadap Keputusan Pembelian Minumkan Kemasan Merek “ Teh Botol Sosro” DiKawasan Depok, *Universitas Gunadarma*.
- Murwatiningsih dan Apriliani, Erin Putri. 2013. Pengaruh Risiko dan Harga terhadap Keputusan Membeli Melalui Kepercayaan. *Jurnal Dinamika Manajemen*. Vol 4 No 13. : 184-191.
- Nilasari dan Kusuma Dewi. (2016) Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan, *Benefit Jurnal Manajemen dan Bisnis*, Vol. 9, No. 2, hal. 55-64
- Schiffman, L.G and Kanuk L. K. (2013). Perilaku Konsumen. Edisi Ketujuh. Jakarta: PT. Indeks.
- Sekaran, U. (2011). *Research Methods for Business* (1 and 2). Jakarta: Salemba Empat.
- Shah, Syed Saad Hussain *et al.*, (2012). The impact of Brands on Consumers Purchase Intentions. *Journal Of Marketing*. 4 (2): 105-110.

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.
- Sumarsono dan Y. Giyatno. (2012). Analisis Sikap dan Pengetahuan Konsumen terhadap Ecolabelling serta Pengaruhnya pada Keputusan Pembelian Produk Ramah Lingkungan. *Performance*. Vol. 15.No. 1. pp. 70-85.
- Sunyoto Danang. (2012). Teori, Kuesioner, Dan Analisis Data Sumber Daya Manusia. CAPS. Yogyakarta.
- Taufiq, M., Dewi, N., & Widiyatmoko, A. (2014). Pengembangan Media Pembelajaran IPA Terpadu Berkarakter Peduli Lingkungan Tema “Konservasi” Berpendekatan Science-Edutainment. *Jurnal Pendidikan IPA Indonesia*
- Usadi, M. P. P. Giantari I. G. A. K. dan Wardana. M. (2014). Peran Kepedulian Pada Lingkungan Dalam Memediasi Pengaruh Pengetahuan Tentang Lingkungan Terhadap Niat Pembelian Produk Hijau. *E-Jurnal Manajemen Universitas Udayana*, 4 (1), pp: 39-58.
- Utami. R. D. T. Gunarsih. T. Aryanti. (2014). Pengaruh Pengetahuan, Kepedulian dan Sikap pada Lingkungan terhadap Minat Pembelian Produk Hijau. *Media Trend*, 9 (2), pp: 151-161.
- Wahid, N.A., E. Rahbar, and T. S. Shyan. (2011). Factors Influencing the Green Purchase Behavior of Penang Environmental Volunteers. *International Business Management*, 5(1), pp: 38 –49
- Wu, S. and Chen, J. (2014). A Model of Green Consumption Behavior Constructed by the Theory of Planned Behavior. *International Journal of Marketing Studies*; Vol. 6, No. 5.230-245

Zarrad H. and Debabi M. (2015). Analyzing the Effect of Electronic Word of Mouth on Tourists' attitude toward Destination and Travel Intention. *International Research Journal of Social Sciences*. ISSN 2319–3565 Vol. 4(4), 53-60, April (2015).