

## **DAFTAR PUSTAKA**

- 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.  
<https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. NJ: Englewood Cliffs, Prentice Hall.
- Akhter, S. H. (2010). Service attributes satisfaction and actual repurchase behavior: the mediating influence of overall satisfaction and purchase intention. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 23, 52.
- Algesheimer, R., Dholakia, U.M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34.
- Andorfer, V. A., & Liebe, U. (2013). Consumer Behavior in Moral Markets. On the Relevance of Identity, Justice Beliefs, Social Norms, Status, and Trust in Ethical Consumption. *European Sociological Review*, 29(6), 1251–1265. doi:10.1093/esr/jct014
- Anselmsson, J., Vestman Bondesson, N. and Johansson, U. (2014), "Brand image and customers' willingness to pay a price premium for food brands", *Journal of Product & Brand Management*, Vol. 23 No. 2, pp. 90-102.
- 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, 391–396. doi:10.1016/s2212-5671(16)30142-3
- Askadilla, W.; Krisjanti, M. Understanding indonesian green consumer behavior on cosmetic products: Theory of planned behavior model. *Pol. J. Manag. Stud.* 2017, 15, 7–15.
- 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”. *Ann. Behav. Med.* , 49, 510–521. 99

- 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, 14e25.
- Bartels, J., & Onwezen, M.C. (2014). Consumers' willingness to buy products with environmental and ethical claims: The roles of social representations and social identity. *International Journal of Consumer Studies*, 38(1), 82–89.
- Bennett, T. (1998). "Culture: A Reformer's Science, Sydney: Allen and Unwin; London & New York: Sage". Croatian translation, Golden marketing-Technickaknjiga.
- Berchicci, L., & Bodewes, W. (2005). Bridging environmental issues with new product development. *Business Strategy and the Environment*, 14(5), 272–285.
- Caca, R. (2020) "Pemerintah: Sudah Pedulikah Terhadap Masalah Sampah Plastik?"  
<https://www.suara.com/yoursay/2020/01/16/142453/pemerintah-sudah-pedulikah-terhadap-masalah-sampah-plastik>. Di akses pada tanggal 9 Februari 2020.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management science and engineering*, 4(2), 27-39.
- Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., & Noer, B. A. (2018). The investigation of consumers' behavior intention in using green skincare products: a pro-environmental behavior model approach. *Sustainability*, 10(11), 3922.
- Chin, W. W. (1995). Partial least squares is to LISREL as principal components analysis is to common factor analysis. *Technology studies*, 2(2), 315-319.
- Conner, M., "Extending not retiring the theory of planned behaviour: A commentary on sniehotta, presseau and araujo-soares". *Health Psychol. Rev.* 2015, 9, 141–145.
- 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. 100

- Dangelico, R. M., & Pontrandolfo, P. (2010). From green product definitions and classifications to the Green Option Matrix. *Journal of Cleaner Production*, 18(16-17), 1608–1628.
- Du, L.Q.N.Q. "Effectiveness of Eco-Label? A Study of Swedish University Students' Choice on Ecological Food; Umeå School of Business". Umeå, Sweden, 2010.
- Durvasula, S., Lysonski, S., Mehta, S. et al. Forging relationships with services: The antecedents that have an impact on behavioural outcomes in the life insurance industry. *J Financ Serv Mark* 8, 314–326 (2004). <https://doi.org/10.1057/palgrave.fsm.4770129>
- Feather, N. T., & Rauter, K. A. (2004). Organizational citizenship behaviours in relation to job status, job insecurity, organizational commitment and identification, job satisfaction and work values. *Journal of occupational and organizational psychology*, 77(1), 81-94.
- Fellow, A. (2013), "Environmental cost of business estimated at \$4.7T annually", available at: [www.bloomberg.com/news/2013-04-17/environmental-cost-of-business-estimated-at-4-7t-annually.html](http://www.bloomberg.com/news/2013-04-17/environmental-cost-of-business-estimated-at-4-7t-annually.html) (terakses 10 September 2017).
- Gagnon Thompson SC, Barton MA. (1994). Ecocentric and anthropocentric attitudes toward the environment. *Journal of Environmental Psychology* 14:149–157.
- Ghozali, I., & Latan, H. (2015). Partial Least Squares, konsep, teknik dan aplikasi menggunakan program Smartpls 3.0 untuk penelitian empiris. Semarang: Badan Penerbit UNDIP.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). Multivariate data analysis. Upper Saddle River, New Jersey: Prentice-Hall.
- Harvey, D (2020) "Beauty Laid Bare: The 'gritty' truth about your cosmetics"  
<https://www.co.uk/bbcthree/article/41d1b43e-d39b-450e-be74e37b14a5e265>. Diakses pada tanggal 2 Januari 2020.
- Hassan, S.H. (2014), "The role of Islamic values on green purchase intention", *Journal of Islamic Marketing*, Vol. 5 No. 3, pp. 379-395.
- Hsu, C.-L., Chang, C.-Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145–152. 101

- Huang, M.H. and Rust, R.T. (2011), “Sustainability and consumption”, Journal of the Academy of Marketing Science, Vol. 39 No. 1, pp. 40-54.
- Hussein, A. S. (2015). Penelitian bisnis dan manajemen menggunakan partial least squares (pls) dengan smartPLS 3.0. Universitas Brawijaya.
- Katherine White , David J. Hardisty and Rishad Habib (2019) “The Elusive Green Consumer” <https://hbr.org/2019/07/the-elusive-green-consumer>
- Kaynak, H. (2003). The relationship between total quality management practices and their effects on firm performance. *Journal of Operations Management*, 21(4), 405–435.
- Kementerian Lingkungan Hidup Dan Kehutanan. (2019). Gerakan Nasional Pilah Sampah Dari Rumah Resmi Diluncurkan. Jakarta
- Kementerian Perindustrian Republik Indonesia. (2012). Pasar Kosmetik Bergairah. Jakarta
- Khare, A. (2014). Antecedents to fashion clothing involvement: Role of global self identity, cosmopolitanism, and normative influence. *Journal of Global Fashion Marketing*, 5(1), 39–59.
- Kim, M. S ., & Hunter, J. E. (1993), “Relationships among attitudes, behavioral intentions, and behavior: A meta-analysis of past research, part 2,” *Communication Research*, 20, 331–364.
- Kim, Y. and Choi, S.M. (2005), “Antecedents of green purchase behaviour: an examination of collectivism, environmental concern, and PCE”, *Advances in Consumer Research*, Vol. 32 No. 1, pp. 592-599.
- Kinoti, M.W. (2011). “Green marketing intervention strategies and sustainable development”: a conceptual paper. *International Journal of Business and Social Science*, 2(23).
- Kotler, P., (2000), *Marketing Management*, The Millenium Edition, New Jersey: Prentice Hall International, Inc.
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*. 102

- Laroche, M.; Bergeron, J.; Barbaro-Forleo, G. Targeting consumers who are willing to pay more for environmentally friendly products. *J. Consum. Menandai*. 2001, 18, 503–520.
- Lee, K. (2011). The green-purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23, 21-44.
- Li, B., Robson, A., & Coates, N. (2013). Purchasing intention of Chinese consumers in the luxury brand markets: the impact of value and affect.
- Lin, S.-C.; Persada, S.F.; Nadlifatin, R.; Tsai, H.-Y.; Chu, C.-H. Exploring the influential factors of manufacturers' initial intention in applying for the green mark ecolabel in taiwan. *Int. J. Precis. Eng. Manuf. -Green Technol.* 2015, 2, 359–364
- Loureiro, S.M.C., & de Araújo, C.M.B. (2014). Luxury values and experience as drivers for consumers to recommend and pay more. *Journal of Retailing and Consumer Services*, 21(3), 394–400.
- Mansaray, A. & Abijoye, J. O. (1998). Environmental Knowledge, Attitudes and Behavior in Dutch Secondary School. *Journal of Environmental Education*, 30(2): 4–11.
- McDougall, G.H., & Levesque, T. (2000). Customer satisfaction with service: Putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392–410.
- Molinari, Lori K.Nova Southeastern University, ProQuest Dissertations Publishing, 2004. 3150408.
- Mufidah, I., Jiang, B., Lin, S.-C., Chin, J., Rachmaniati, Y., & Persada, S. (2018). Understanding the Consumers' Behavior Intention in Using Green Ecolabel Product through Pro-Environmental Planned Behavior Model in Developing and Developed Regions: Lessons Learned from Taiwan and Indonesia. *Sustainability*, 10(5), 1423.
- Mullan, B.; Allom, V.; Sainsbury, K.; Monds, L.A. Examining the predictive utility of an extended theory of planned behaviour model in the context of specific individual safe food-handling. *Appetite* 2015, 90, 91–98. 103

- Nadlifatin, R.; Lin, S.-C.; Rachmaniati, Y.P.; Persada, S.F.; Razif, M. A pro-environmental reasoned action model for measuring citizens' intentions regarding ecolabel product usage. *Sustainability* 2016, 8, 1165
- Omoogun, A. C., Egbonyi, E. E., & Onnoghen, U. N. (2016). From Environmental Awareness to Environmental Responsibility: Towards a Stewardship Curriculum. *Journal of Educational Issues*, 2(2), 60.
- Ottman, J.A. 1998. Green Marketing: Opportunity for Innovation,. 2nd ed. NTC Business Books, Chicago, IL.
- Pakpour, A. H., Zeidi, I. M., Emamjomeh, M.M., Asefzadeh, S., & Pearson, H (2014), "Household waste behaviours among a community sample in Iran: An application of the theory of planned behaviour". *Waste management*, 34(6), 980-986.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green-product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134.
- Peattie, K. 1995. Environmental marketing management. Meeting the green challenge. London:Pitman Publishing
- Persada, S.F. Pro Environmental Planned Behavior Model to Explore the Citizens' Participation Intention in Environmental Impact Assessment: An Evidence Case in Indonesia. Ph.D. Thesis, Industrial Management Department, National Taiwan University of Science and Technology, Taipei, Taiwan, 2016.
- Persaud, A., & Schillo, S.R. (2017). Purchasing organic products: Role of social context and consumer innovativeness. *Marketing Intelligence & Planning*, 35(1), 130–146..
- Pujari, D., Wright, G., & Peattie, K. (2003). Green and competitive. *Journal of Business Research*, 56(8), 657–671.
- Rahab, Dharmmesta, B.S., Nugroho, S. S., Widyaningsih, Y. A. (2016). "Green Product Purchasing Phenomenon: Exploring the Gaps of Theoretical, Methodological and Empirical". *Mimbar*, Vol. 32(2), 372-381.
- Reinhardt, F. L. (1998). Environmental Product Differentiation: Implications for Corporate Strategy. *California Management Review*, 40(4), 43–73. 104

- Salem, S. F., & Salem, S. O., (2018). Self Identity and Social Identity As Drivers Of Consumers Purchase Intention Towards Luxury Fashion Goods and Willingness To Pay Premium Price. Asian Academy of Management Journal, 23(2), 161–184. <https://doi.org/10.21315/aamj2018.23.2.8>
- Schultz, M.M., Barofsky, D.F., Field, J.A., (2004). Quantitative determination of fluorotelomer sulfonates in groundwater by LC MS/MS. Environ. Sci. Technol. 38, 1828e1835. <http://dx.doi.org/10.1021/es035031j>.
- Sekaran, U., & Bougie, R. B. (2016). Research Methods For Business: A Skill Building Approach. ISBN: 9781119165552. Wiley; 7tdEdition.
- Shavitt, S. (1990). The role of attitude objects in attitude functions. Journal of Experimental Psychology, 26, 124±148.
- Singarimbun, M., & Efendi, S. (1995). Suparmoko, M. dan JR Tarigan. 1995. Metode Penelitian Survei. LP3ES, Metode pengumpulan Data. BPFE, Jakarta. Yogyakarta.
- Sugiyono. (2015). Metode Penelitian Kuantitatif dan R&D: Cetakan 11, Alfabeta, Bandung.
- Sudjana, N. (2001). Tuntunan penyusunan karya ilmiah. Bandung: Sinar Baru Algensindo.
- Stayman, D. M., & Deshpande, R. (1989). Situational Ethnicity and Consumer Behavior. Journal of Consumer Research,
- Steg, L., Bolderdijk, J. W., Keizer, K., & Perlaviciute, G. (2014). An integrated framework for encouraging pro-environmental behaviour: the role of values, situational factors and goals. Journal of Environmental Psychology, 38, 104e115.
- Stets, J.E., & Burke, P.J. (2003). “A sociological approach to self and identity”. In M.R. Leary, & J.P. Tangney (Eds.), Handbook of self and identity (pp. 128–152). New York: Guilford Press.
- Stryker,S., & Burke,P.J.(2000),“The past, present, and future of an identity theory”,SocialPsychology Quarterly, Vol. 63 No. 4, pp. 284-297
- Tajfel, H. (2010). Social identity and intergroup relations. New York: Cambridge University Press.
- 105

- Tanner, C., & Kast, S. W. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing*, 20(10), 883–902.
- Uddin, S. F., & Khan, M. N. (2016). “Green purchasing behaviour of young Indian consumers: An exploratory study”. *Global Business Review*, 17(6), 1469–1479.
- Usadi, M. P., Giantari, I. G., Wardana, M. (2014). “Peran Kepedulian pada Lingkungan Dalam Memediasi Pengaruh Pengetahuan Tentang Lingkungan Terhadap Niat Pembelian Produk Hijau”. *Ojs.Unud.ac.id*
- 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(3), 542–553.
- Wangwiboolkij, R. (2012). Factors Influencing Repurchase Intention Of Thai Female Costumers Toward Korean Cosmetics In Bangkok, AU-GSB e-JOURNAL, <http://www.assumptionjournal.au.edu/index.php/AUGSB/article/view/484/433>
- White, K.; Hardisty, D.J.; Habib, R. (2019). “The Elusive Green Consumer”. <https://hbr.org/2019/07/the-elusive-green-consumer>. Diakses pada tanggal 9 Februari 2020
- Wiki, T. (2014). Thrips Wiki-providing information on the World's thrips. Accessed online at [http://thrips.info/wiki/Main Page](http://thrips.info/wiki/Main_Page) Blackwell Mound.
- William, Auchil., 2002. Relationship Marketing Delivering Customer Satisfaction, Oxford: Butter – Worth – Heinemann
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green-products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732-739
- Yazdanpanah, M., & Forouzani, M. (2015). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, 107, 342-352.
- Young, W.H., Wang, K., McDonald, S. and Oates, C.J. (2010), “Sustainable consumption: green consumer behaviour when purchasing products”, *Sustainable Development*, Vol. 18 No. 1, pp. 20-31. 106

- Zhao, R. and Zhong, S. (2015), “Carbon labelling influences on consumers’ behaviour: a system dynamics approach”, Ecological Indicators, Vol. 51 No. 1, pp. 98-106.
- Zint, M. (2002), “Comparing three attitude- behavior theories for predicting science teachers’ intentions,” Journal of Research in Science Teaching, 39 (9), 819-844.