

DAFTAR PUSTAKA

- Abbott, Andrew. 2004. Method of Discovery Heuristics for the Social Sciences 1.pdf. (n.d.).
- Ai Chin Nor Haslinda binti Mohd Lawi Zuraidah Sulaiman Adaviah Mas, T., Farrah Merlinda Muharam, od, & Hon Tat, H. (2019). Effect of Green Brand Positioning, Knowledge, and Attitude of Customers on Green Purchase Intention. *Journal of Arts & Social Sciences*, 3(1), 23–33.
- Ali, A., & Ahmad, I. (2016). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pakistan Journal of Engineering, Technology & Science*. <https://doi.org/10.22555/pjets.v2i1.697>
- Armstrong, M., & Stephen, T. (2014). Armstrong's Handbook of Human Resources Management Practice, 13th Edition. In *Human Resource Management*.
- Aulina, L., & Yuliati, E. (2017). *The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention*. 36(Icbmr), 548–557. <https://doi.org/10.2991/icbmr-17.2017.50>
- Bailey, A. A., Mishra, A., & Tiarniyu, M. F. (2016). GREEN consumption values and Indian consumers' response to marketing communications. *Journal of Consumer Marketing*. <https://doi.org/10.1108/JCM-12-2015-1632>
- Bem, D. J. (1972). In Maio, G. R., & Haddock, G. (2009). The psychology of attitudes and attitude change. In *The Psychology of Attitudes and Attitude Change*. <https://doi.org/10.4135/9781446214299>
- Bhaskaran, S., Polonsky, M., Cary, J., & Fernandez, S. (2006). Environmentally sustainable food production and marketing: Opportunity or hype? In *British Food Journal*. <https://doi.org/10.1108/00070700610682355>
- Chen, Y. S. (2007). The driver of green innovation and green image - Green core competence. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-007-9522-1>
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*. <https://doi.org/10.1108/00251741211216250>
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods 12th Edition. In *Business Research Methods*.

- Cresswell, J. W., & Plano Clark, V. L. (2011). Designing and conducting mixed methods research. 2nd edn Sage Publications Inc. *Thousand Oaks, CA*.
- Cronin, J. Joseph., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Dagher, G. K., Itani, O., & Kassab, A. N. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as The Moderator. *Contemporary Management Research*. <https://doi.org/10.7903/cmr.13625>
- Debora Indriani, I. A., Rahayu, M., & Hadiwidjojo, D. (2019). The Influence of Environmental Knowledge on Green Purchase Intention the Role of Attitude as Mediating Variable. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 627. <https://doi.org/10.18415/ijmmu.v6i2.706>
- Eagly, A. H., & Chaiken, S. (1995). In Maria, K. (2011). *Attitudes and intention toward organic cosmetics in Greece: an exploratory study*. October, 1–65. https://repository.ihu.edu.gr/xmlui/bitstream/handle/11544/331/dissertation_maria_kapogianni.pdf?sequence=1
- Erdil, T. S. (2015). Effects of Customer Brand Perceptions on Store Image and Purchase Intention: An Application in Apparel Clothing. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2015.10.088>
- Fiske, Susan T., Gilbert, Daniel T., Lindzey, G. (2010). Handbook of Social Psychology, Volume 1, 5th Edition. ISBN: 978-0-470-13748-2
- Fonseca, J. C. G. (2015). the Impact of Green Marketing Practices on Consumer Buying Decision. *ISCTE Repositório - Master Dissertation in Business Administration Supervisor*;, 0(0), 0. [https://repositorio.iscte-iul.pt/bitstream/10071/11142/1/Joana Fonseca - The Impact of Green Marketing Practices on C.pdf](https://repositorio.iscte-iul.pt/bitstream/10071/11142/1/Joana_Fonseca_-_The_Impact_of_Green_Marketing_Practices_on_C.pdf)
- Fraser, S.& Robinson, C. (2005). Doing research with children and young people. *Choice Reviews Online*. <https://doi.org/10.5860/choice.42-5394>
- Glicklen, M. D. (2005). An Introduction to Social Problems, Social Welfare Organizations, and the Profession of Social Work. *An Introduction to Social Problems, Social Welfare, and the Social Work Profession*.
- Gredler, M.e., Broussard, S. C., & Garrison, M. E. B. (2004). The relationship between classroom motivation and academic achievement in elementary-

- school-aged children. *Family and Consumer Sciences Research Journal*.
<https://doi.org/10.1177/1077727X04269573>
- Guido, G., Pichierri, M., Natarajan, R., & Pino, G. (2016). Animated logos in mobile marketing communications: The roles of logo movement directions and trajectories. *Journal of Business Research*.
<https://doi.org/10.1016/j.jbusres.2016.06.003>
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*. <https://doi.org/10.1016/j.lrp.2012.09.008>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks. *Sage*, 165.
- Hair, J.F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*.
<https://doi.org/10.1002/9781119409137.ch4>
- Hariyanto, O. I. B., & Alamsyah, D. P. (2019). The relationship of environmental knowledge and green purchase intention. *International Journal of Engineering and Advanced Technology*, 8(5), 142–144.
<https://doi.org/10.35940/ijeat.E1020.0585C19>
- Hasuki, Irfan. (2016). Air Sungai di Indonesia Tercemar Berat. *National Geographic Indonesia*.
<https://nationalgeographic.grid.id/read/13305060/air-sungai-di-indonesia-tercemar-berat>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Hudson, S. (2016). Let the journey begin (again): The branding of Myanmar. *Journal of Destination Marketing and Management*.
<https://doi.org/10.1016/j.jdmm.2016.06.002>

- Hughes, P. (2010).). In Abdullah Kamal, S. S. L. B. (2019). Research Paradigm and the Philosophical Foundations of a Qualitative Study. *PEOPLE: International Journal of Social Sciences*, 4(3), 1386–1394. <https://doi.org/10.20319/pijss.2019.43.13861394>
- Huang, Y. C., Yang, M., & Wang, Y. C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/MIP-10-2012-0105>
- Ismail, W. R. B. W., Othman, M., Rahman, R. A., Kamarulzaman, N. H., & Rahman, S. A. (2016). Halal Malaysia Logo or Brand: The Hidden Gap. *Procedia Economics and Finance*. [https://doi.org/10.1016/s2212-5671\(16\)30122-8](https://doi.org/10.1016/s2212-5671(16)30122-8)
- Jensen, B. B. (2002). Knowledge, action and pro-environmental behaviour. *Environmental Education Research*. <https://doi.org/10.1080/13504620220145474>
- John J. O' Connor Source : *The American Catholic Sociological Review*, Vol . 19 , No . 2 (Jun ., 1958), p . 166 Published by : Oxford University Press Stable URL : <http://www.jstor.org/stable/370940>. (2016). 19(2), 48–49.
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kaushik, V., & Walsh, C. A. (2019). In Pragmatism as a research Kaushik, V. and Walsh, C. A. (2019) 'Pragmatism as a research paradigm and its implications for Social Work research', *Social Sciences*, 8(9). doi: 10.3390/socsci8090255.h paradigm and its implications for Social Work research. *Social Sciences*, 8(9). <https://doi.org/10.3390/socsci8090255>
- Keller, K. L. (2013). Strategic Brand Management 4e. In *Pearson Education Limited* (4e ed.). Pearson Education Limited.
- Khaola, P., Potiane, B., & Mokhethi, M. (2014). Environmental concern, attitude towards green products and green purchase intentions of consumers in Lesotho. *Ethiopian Journal of Environmental Studies and Management*. <https://doi.org/10.4314/ejesm.v7i4.3>
- Kianpour, K., Anvari, R., Jusoh, A., & Othman, M. F. (2014). Important motivators for buying green products. *Intangible Capital*. <https://doi.org/10.3926/ic.470>
- Kivunja, C. & Kuyini, A.B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*.6 (5). <https://doi.org/10.5430/ijhe.v6n5p26>

- Kock, N., & Lynn, G. S. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*. <https://doi.org/10.17705/1jais.00302>
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*. <https://doi.org/10.1108/EUM000000000006155>
- Lee, K. (2008). Opportunities for green marketing: Young consumers. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/02634500810902839>
- Maio, G. R., & Haddock, G. (2009). The psychology of attitudes and attitude change. In *The Psychology of Attitudes and Attitude Change*. <https://doi.org/10.4135/9781446214299>
- Maria, K. (2011). *Attitudes and intention toward organic cosmetics in Greece: an exploratory study*. October, 1–65. https://repository.ihu.edu.gr/xmlui/bitstream/handle/11544/331/dissertation_maria_kapogianni.pdf?sequence=1
- Michailakis, D., & Schirmer, W. (2014). Social work and social problems: A contribution from systems theory and constructionism. *International Journal of Social Welfare*. <https://doi.org/10.1111/ijsw.12091>
- Mostafa, M. M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology and Marketing*. <https://doi.org/10.1002/mar.20168>
- Okur, N., & Saricam, C. (2019). The Impact of Knowledge on Consumer Behaviour Towards Sustainable Apparel Consumption (pp. 69–96). https://doi.org/10.1007/978-981-13-1265-6_3
- Putrawan, I. M. (2015). Measuring new environmental paradigm based on students' knowledge about ecosystem and locus of control. *Eurasia Journal of Mathematics, Science and Technology Education*. <https://doi.org/10.12973/eurasia.2015.1336a>
- Pawaskar, P., & Goel, M. (2014). A Conceptual Model: Multisensory Marketing and Destination Branding. *Procedia Economics and Finance*. [https://doi.org/10.1016/s2212-5671\(14\)00194-4](https://doi.org/10.1016/s2212-5671(14)00194-4)
- Prof. Dr. Sugiyono. (2008). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Penelitian Kualitatif, dan R&D). In *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*.

- Raffelt, U., Schmitt, B., & Meyer, A. (2013). Marketing function and form: How functionalist and experiential architectures affect corporate brand personality. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2013.02.002>
- Ramdhani, N. (2011). Penyusunan Alat Pengukur Berbasis Theory of Planned Behavior. *Buletin Psikologi*, 19(2), 55–69. <https://doi.org/10.22146/bpsi.11557>
- Raykov, T., & Marcoulides, G. A. (2012). A First Course in Structural Equation Modeling. In *A First Course in Structural Equation Modeling*. <https://doi.org/10.4324/9780203930687>
- Republik Indonesia. (n.d). Undang-Undang Nomor 32 Tahun 2009 Tentang Perlindungan dan Pengelolaan Lingkungan Hidup. <https://www.ojk.go.id/sustainablefinance/id/peraturan/undang-undang/Documents/6.%20UU%2032%20Tahun%202009-Perlindungan%20dan%20Pengelolaan%20Lingkungan%20Hidup.pdf>
- Rini, A. S., Sukaatmadja, I. P. G., & Giantari, I. G. A. K. (2017). Pengaruh Pengetahuan Lingkungan Dan Kepedulian Lingkungan Terhadap Sikap Dan Niat Beli Produk Hijau “the Body Shop” Di Kota Denpasar. *Bisnis Universitas Udayana*.
- Rios, F. J. M., Luque Martínez, T., Moreno, F. F., & Soriano, P. C. (2006). Improving attitudes toward brands with environmental associations: An experimental approach. *Journal of Consumer Marketing*. <https://doi.org/10.1108/07363760610641136>
- Roberts, J. A., & Bacon, D. R. (1997). Yue, B., Sheng, G., She, S., & Xu, J. (2020). Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su12052074>
- Round, G., & Roper, S. (2015). Untangling the brand name from the branded entity: The conceptualisation and value of the established brand name. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-09-2014-0541>
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer Behavior. Global Edition. *Pearson Higher Education, London*.
- Sekaran, & Bougie. (2016). Research Method for Business Textbook (A Skill Building Approach). In *United States: John Wiley & Sons Inc*.
- Simão, L. (2017). Green Marketing and Green Brand – The Toyota Case Lídia. *International Conference on Sustainable and Intelligent Manufacturing*.

- Simamora, B. (2004). *Panduan Riset Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Smith, M. B., Swanson, G. E., Bruner, J. S., White, R. W., Aberle, D. F., Estes, S. G., Hanfmann, E., & Korchin, S. J. (1956). In Maio, G. R., & Haddock, G. (2009). *The psychology of attitudes and attitude change*. In *The Psychology of Attitudes and Attitude Change*. <https://doi.org/10.4135/9781446214299>
- Sugiyono. (2014). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif*. Bandung: Alfabeta.
- Suharsimi, A. (2016). *Prosedur Penelitian: Suatu Pendekatan Praktik (Edisi Revisi)*. In *Rineka Cipta*. <https://doi.org/10.1017/CBO9781107415324.004>
- Suyono, A. G., Sukmawati, S., & Pramono. (2012). In Yoebrilianti, A. (2018). *Pengaruh Promosi Penjualan Terhadap Minat Beli Produk Fashion dengan Gaya Hidup Sebagai Variable Moderator (Survei Konsumen pada Jejaring Sosial)*. *Jurnal Manajemen*.
- Tinkerlust. (2019, Maret 25). *Harga Mati Di Balik Industri 'Fast Fashion'*. <https://www.tinkerlust.com/jurnal/harga-mati-di-balik-industri-fast-fashion.html>
- Utami, Nurwita. (2020, June 24). *Izin dan Pengawasan dalam Upaya Mengurangi Pencemaran Air*. Indonesia Environment & Energy Centre (IEC).
- Utami, Nurwita. (2020, June 25). *Tugas Seorang Penanggungjawab Pengendalian Pencemaran Air*. Indonesia Environment & Energy Centre (IEC).
- Wilkinson, A., Bacon, N., Redman, T., & Snell, S. (2010). *The SAGE handbook of human resource management*. In *The SAGE Handbook of Human Resource Management*. <https://doi.org/10.4135/9780857021496>
- Yahya, W. K., Musa, N. D., & Hashim, N. H. (2016). In Phuah, K. T., Ow, M. W., Sandhu, S. K., & Kassim, U. K. (2018). *Green attitude and purchase intention towards environmental friendly product*. *Journal of Emerging Economies and Islamic Research*, 6(1), 17. <https://doi.org/10.24191/jeeir.v6i1.8770>
- Yue, B., Sheng, G., She, S., & Xu, J. (2020). *Impact of consumer environmental responsibility on green consumption behavior in China: The role of environmental concern and price sensitivity*. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su12052074>
- Zeng, S., Qin, Y., & Zeng, G. (2019). *Impact of corporate environmental responsibility on investment efficiency: The moderating roles of the*

institutional environment and consumer environmental awareness.
Sustainability (Switzerland). <https://doi.org/10.3390/su11174512>

Zikmund, W. G., Babin, B. J., Editorial, V. P., Calhoun, J. W., Thomas, J.,
Assistant, E., Shelton, S., Kanakes, K., & Fuller-jacobsen, B. (2010).
Business Research Method. In *Sout Western Pub*.

