

DAFTAR PUSTAKA

- Aaker, D. A. 2008. Managing Brand Equity: Capitalizing on the value of a brand name. New York: Free Press
- Aaker, D. A. (2017). Manajemen Ekuitas Merek : Memanfaatkan Nilai Dari Suatu Merek. (A. Ananda, Ed.). Jakarta: Penerbit Mitra Utama.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ali, I. (2011). Influence of corporate social responsibility on development of corporate reputation and customer purchase intentions. <https://mpra.ub.uni-muenchen.de/33889/>
- Anselmsson, J.; Burt, S.; Tunca, B. An integrated retailer image and brand equity framework: Re-examining, extending, and restructuring retailer brand equity. *J. Retail. Consum. Serv.* 2017, 38, 194–203.
- Bunte, F. H., van Galen, M. A., Kuiper, W. E., & Tacken, G. (2010). Limits to growth in organic sales. *De Economist*, 158(4), 387-410.
- Bhuian, S.N. (1997) Exploring Market Orientation in Banks: An Empirical Examination in Saudi Arabia. *The Journal of Services Marketing*, 11, 317-328.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing: Strategy, Implementation, And Practice* (Sixth edition). Pearson Education. Chan, E. S. W., Hon, A. H. Y.,
- Chan, W., & Okumus, F. (2014). What drives employees' intentions to implement green practices in hotels? The role of knowledge, awareness, concern and ecological behaviour. *International Journal of Hospitality Management*, 40, 20–28.
- Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18, 145–155.

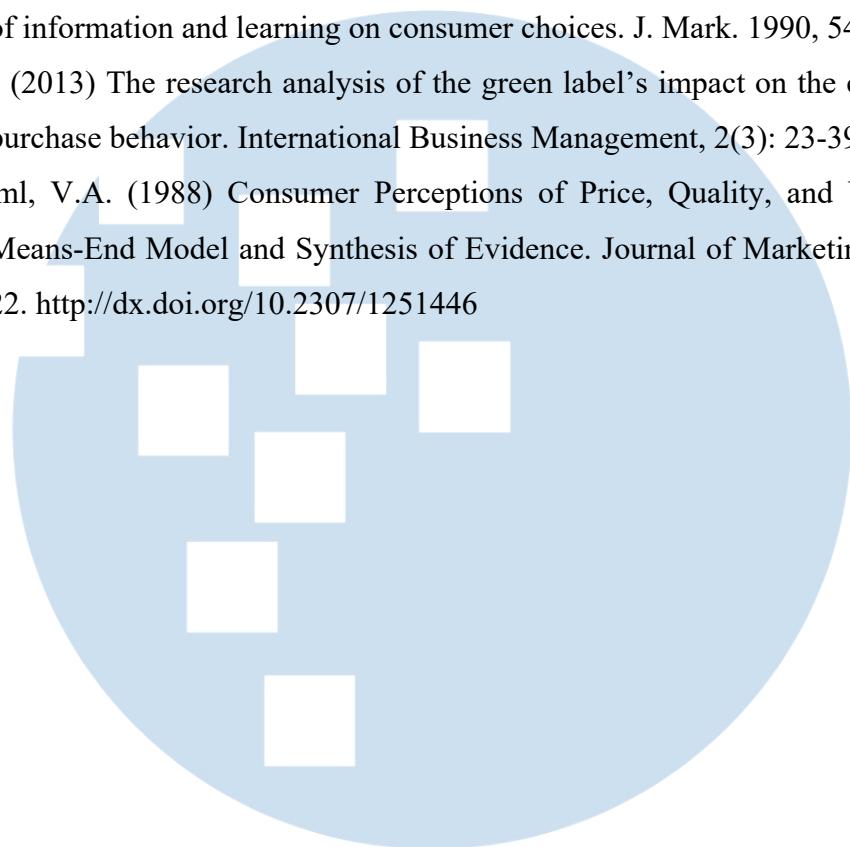
- Cui, L., Jiang, H., Deng, H., & Zhang, T. (2019). The influence of the diffusion of food safety information through social media on consumers' purchase intentions: An empirical study in China. *Data Technologies and Applications*.
- Dunlap, R. E., & Jones, R. E. (2002). Environmental Concern: Conceptual and Measurement Issues. In *Handbook of Environmental Sociology* (pp. 482–524). Greenwood Press.
- Enger, E.D., et.al. (2008) *Environmental Science*. New York. The Mc Graw - Hill.
- Ferdinand, Agusty. (2006) *Metode Penelitian Manajemen*. Edisi 2. Semarang; Badan Penerbit Universitas Diponegoro.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*. Penerbit Qiara Media.
- Ghali, Z., & Hamdi, R. (2015). The purchase and consumption motivations of an organic product by the tunisian consumer: an application on the prickly pear seed oil (PPS). *Journal of North African Research in Business*, 11, 211-233.
- Ghali-Zinoubi, Z., & Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity. *Trends in Food Science & Technology*, 90, 175-179.
- Ghozali, H. I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Graciola, A. P., De Toni, D., de Lima, V. Z., & Milan, G. S. (2018). Does price sensitivity and price level influence store price image and repurchase intention in retail markets?. *Journal of retailing and consumer services*, 44, 201-213.
- Graybill, F. A. (1976). *An Introduction to Linear Statistical Model*. McGraw-Hill.
- Hair, J. F. Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Roles of different initial Maillard intermediates and pathways in meat flavor formation for cysteine-xylose-glycine model reaction systems. In Pearson Prentice. <https://doi.org/10.1016/j.foodchem.2017.03.133>

- Handayani, M. S. (2016, Oktober 13). Biaya Bergaya Kelas Menengah Indonesia. Retrieved from tirto.id: <https://tirto.id/biaya-bergaya-kelas-menengah-indonesia-bUai>
- Hsu, C.; Chang, C.; Yansritakul, C. Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *J. Retail. Consum. Serv.* 2017, 34, 145–152.
- Jhanji, H., & Sarin, V. (2018). Relationship between environmental consciousness and green purchase behaviour among youth. In *Int. J. Green Economics* (Vol. 12).
- Joshi, Y., & Rahman, Z. (2015b). 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>
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102270>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity*, Global Edition (4th ed.). Pearson Education.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178.
- Lie, T. D., Purnomo, D., & Sari, D. K. (2017). Pengaruh Persepsi Kualitas Terhadap Keputusan Pembelian Konsumen Pada Keripik Pedas Maicih. *Cakrawala Jurnal Penelitian Sosial*, 6(1), 137–158.
- Listiana, Erna. 2012. Pengaruh Country Of Origin terhadap Perceived Quality dengan Moderasi Etnosentrism Konsumen. *Jurnal Administrasi Bisnis* (2012), Vol.8, No.1: hal. 21–47.
- Lubis, M. R. H., Nuryakin, N., & Susanto, S. (2018). Understanding customer purchase intention of pc product on Indonesia. *APMBA (Asia Pacific Management and Business Application)*, 7(2), 109–122.

- Marian, L., Chrysochou, P., Krystallis, A., & Thogersen, J. (2014). The role of price as a product attribute in the organic food context: An exploration based on actual purchase data. *Food Quality and Preference*, 37, 52-60.
- María Rosa-Díaz, I., 2004. Price knowledge: effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics. *Journal of Product & Brand Management*, 13(6), pp.406-428.
- Malhotra N K. (2010) /ISBN 978-0-13-608543-0] Naresh K. Malhotra - Marketing Research- An Applied Orientation 10, pdf.
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation*, Global Edition (7th ed.). New York: Pearson International Content.
- Munnukka, J. (2008). Customers' Purchase Intentions as a Reflection of Price Perception. *Journal of Product & Brand Management*, 17, 188-196.
- Monroe, K. and Krishnan, R. (1985) The Effect of Price on Subjective Product Evaluations. In: Jacoby, J. and Olson, J., Eds., *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books, Boston, MA, 209-232.
- Naing, S. S. (2020). FACTORS AFFECTING CONSUMER PURCHASE INTENTION OF GREEN PRODUCTS.
- 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.
<https://doi.org/10.1016/j.jretconser.2015.11.006>
- Peter, J. Paul Olson, Jerry C. (2000) *Perilaku Konsumen dan Strategi Pemasaran* (Dimas Sihombing: Terjemahan). Edisi Keempat. Jakarta: Erlangga.
- Prakash, G.; Singh, P.K.; Yadav, R. Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products. *Food Qual. Prefer.* 2018, 68, 90–97.
- Poturak, M., & Softic, S. (2019). Influence of social media content on consumer purchase intention: Mediation effect of brand equity. *Eurasian Journal of Business and Economics*, 12(23), 17-43.

- Ridlo (2010). Apa Makanan Organik Itu?. GO ORGANIC. Retrieved February 2.
<http://sehat-organik.com/makanan-organik/apa-makanan-organik-itu.html>
- Sarmugam, R., & Worsley, A. (2015). Dietary behaviours, impulsivity and food involvement: Identification of three consumer segments. *Nutrients*, 7(9), 8036-8057.
- Schlegelmilch, B. B., Bohlen, G. M., & Diamantopoulos, A. (1996). The link between green purchasing decisions and measures of environmental consciousness. *European Journal of Marketing*, 30(5), 35–55.
<https://doi.org/10.1108/03090569610118740>
- Shamsudin, M. F., Hassan, S., Ishak, M. F., & Ahmad, Z. (2020). Study of purchase intention towards skin care products based on brand awareness and brand association.
- Sharaf, M. A., & Isa, F. M. (2017). Factors Influencing Students' Intention to Purchase Green Products: A Case Study in Universiti Utara Malaysia. Article in Pertanika Journal of Social Science and Humanities.
- Shen, Y. C., & Chen, H. S. (2020). Exploring consumers' purchase intention of an innovation of the agri-food industry: A case of artificial meat. *Foods*, 9(6).
<https://doi.org/10.3390/foods9060745>
- Sharma, K., & Bansal, M. (2013). Environmental consciousness, its antecedents and behavioural outcomes. *Journal of Indian Business Research*, 5(3), 198–214. <https://doi.org/10.1108/JIBR-10-2012-0080>
- Shi Wee, C., Ariff, M. S. B. Md., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products. Review of Integrative Business & Economics Research, 3(2), 378. www.sibresearch.org
- Tan, C. S., Ooi, H. Y., & Goh, Y. N. (2017). A moral extension of the theory of planned behavior to predict consumers' purchase intention for energy-efficient household appliances in Malaysia. *Energy Policy*, 107, 459–471.
<https://doi.org/10.1016/j.enpol.2017.05.027>
- Tellis, G.J.; Wernerfelt, B. Competitive price and quality under asymmetric information. *Mark. Sci.* 1987, 6, 240–253.

- Tellis, G.J.; Gaeth, G.J. Best value, price-seeking, and price aversion: The impact of information and learning on consumer choices. *J. Mark.* 1990, 54, 34–45
- Xu, Y. (2013) The research analysis of the green label's impact on the consumer purchase behavior. *International Business Management*, 2(3): 23-39.
- Zeithaml, V.A. (1988) Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22. <http://dx.doi.org/10.2307/1251446>



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA