

DAFTAR PUSTAKA

- Aman, A.H.L, A. Harun, and Z. Hussein. 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. 7 (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.
- Agus Purwanto, Erwan dan Dyah Ratih Sulistyastuti. 2011. Metode Penelitian Kuantitatif untuk Administrasi Publik dan Masalah-Masalah Sosial. Yogyakarta: Gava Media.
- Ayu Stia Rini dan I Putu Gde 2017. Pengaruh pengetahuan lingkungan dan kepedulian lingkungan terhadap sikap dan niat beli produk hijau “the body shop” di kota denpasar ISSN : 2337-3067 pp.137-166
- Albayrak,Tahir., dkk. 2010. Relationshipsof the Tangible and IntangibleElements of Tourism Products with OverallCustomer Satisfaction. International Journal of Trade, Economics and Finance, Vol. 1, No. 2, August, 2010
- Azwar, Saifuddin. 2007. Metode Penelitian. PustakaPelajar: Yogyakarta.
- Alfredo R.Y. Tawarik, S.L. Mandey, H.N. Tawas, Uji Data Statistik Parsial Simultan ISSN: 2303-1174
- Barker,et al . 2002. Reserch Methods In Clinical Psychology. John Wiley & Sons Ltd. England.
- Chen. (2013). A Study of Green Purchase Intention Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China. Information Management and Business Review, 5 (7), 342-346.
- Cheah, I., & Phau, I. (2011). Attitudes towards Environmentally Friendly Products: The Influence of Ecoliteracy, Interpersonal Influence and Value Orientation. Marketing Intelligence & Planning, 29, 452-472
- Gujarati, Damodar, 2003, Ekonometri Dasar. Terjemahan: Sumarno Zain, Jakarta: Erlangga.
- Ghozali, Imam. 2012. Aplikasi Analisis Multivariate dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro
- Ghozali, Imam. 2005. Aplikasi Analisis Multivariate dengan SPSS. Semarang: Badan Penerbit UNDIP.

- Hamdani 2018, Mengapa tidak peduli lingkungan? Diakses pada 29 April 2019 dari <https://www.kompasiana.com/cangkoiburong>
- Haryadi, R., (2009). Pengaruh Strategi Green Marketing Terhadap Pilihan Konsumen Melalui Pendekatan Marketing Mix Studi Kasus pada The Body Shop Jakarta. [Tesis S2]. Universitas Diponegoro, Semarang. Pp 65-75
- Husein, Umar. 2008. Metode Penelitian Untuk Skripsi dan Tesis Bisnis .Jakarta. PT Rajagrafindo Persada
- Husein, Umar. 2011. Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11. Jakarta: PT Raja Grafindo Persada
- Karatu, V. M., & Mat, N. N. (2014). A New Model of Green Purchase Intention and its Derivatives: Confirmatory Factor Analysis Validation of Constructs. *Information Management and Business Review*, 261-268.
- Khare, A. (2014). Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*, 33(3), 309-329.
- Koelnner, Eva Conraud dan Luis Arturo Rivas Tovar. 2009. Study of Green behavior with a Focus on Mexican Individuals. *Scientific Research ,online* :<http://www.SciRP.org/journal/ib>
- Khoiriyah, N. (2011).Faktor-Faktor Yang Berhubungan dengan Motifasi Skripsi. *Universitas muhammadiyah semarang*
- 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*.Vol. 23.No. 1. pp. 21-44.
- Lee, K.2009. Gender Differences in Hong Kong Adolescent Consumers Green Purchasing Behavior. *Journal of Consumer Marketing*. 26 (2), pp: 87-96
- Mohammad Ithof (2018) minimnya tingkat kesadaran dan akuntabilitas masyarakat terhadap lingkungan sekitar
- Mahbub Alfa Roby dan Anik Lestari Andjarwati (2014) Pengaruh Green Product pada minyak goreng ecoplanet terhadap minat beli konsumen
- Novandari, W. (2011). Analisis Motif Pembelian Dan Profil Perilaku "Green Product Customer" (Studi Pada Konsumen Produk Pangan Organik di Purwokerto). *JEBA*, vol.13 no.1: 9-16

- Nurul Hidayah, Ni Made. (2015) Pengaruh Pengetahuan dan Sikap Terhadap Niat Beli Produk Ramah Lingkungan. ISSN:2302-8912
- Nam, C., Dong, H. & Lee, Y.A. (2017). factors influencing consumers' purchase intention of green sportswear.Fash Text4:2, p 17.
- Ni Putu Heppy, Ni Made Wulandari (2016) Peran Sikap Dalam Memediasi Pengaruh Kepedulian Lingkungan Terhadap Niat Beli Kosmetik Hijau Merek The Body Shop. ISSN:2302-8912 vol 5 no 2
- Nik Abdul Rasyid, Nik Ramlik, 2009, Awareness of Eco-label in Malaysia's Green Marketing Initiative, International Journal of Business and Management, Vol 4 No. 8, pp: 132-141.
- Pratiwi Putu dan Sulhaini 2018. The effect of environmental knowledge, green advertising and environmental attitude toward green purchase intention rjoas, 6(78)
- Raeni Dwi Santy , Muhammad Ihsan I A 2012. *Purchasing decision reviewed by green marketing strategi by using green product and green publicy (survey on customer of the body shop branch indah plaza bandung).*
- Rizwan, M., Khan, A, A., Misbah, K. A., Nawaz, I., Tahir, S., Siddique, A. and Gillani, S. N. A. (2013). Measuring the Scope of Green Products in Developing Countries: A Myth Breaking Study, American Journal of Scientific Research, 85, 32-46
- Saeed, R., Rab N. L., Aniqa K. K., Naima K., Fareha D., Amna S., Zahid ., and Moeed A. 2013. Measuring Impact of Factors Influencing Purchase Intention towards Green Products: Sahiwal Clothing Industry Perspective. World Applied Sciences Journal. Vol. 26.No. 10. pp. 13711379.
- Singgih Santoso. 2002. *SPSS Versi 11.5* Cetakan Kedua Jakarta: Gramedia
- Sugiyono. 2009. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta
- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2015. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta
- Sugiyono. 2017. Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D. Bandung: Alfabeta
- Tang, Y., Wang, X., & Lu, P. (2014). Chinese consumer attitude and purchase intent towards green products. Asia-Pacific Journal of Business Administration, 6(2), 84-96.

Umi Narimawati. 2007. *Riset Manajemen Sumber Daya Manusia*. Jakarta : Agung Media.

Umi Narimawati. 2008. *Metodologi Penelitian Kualitatif dan Kuantitatif : Teori dan Aplikasinya*. Bandung: Fakultas Ekonomi UNIKOM.

Umi Narimawati, Linna Ismawati & Sri Dewi, Anggadini. 2010. *Penulisan Karya Ilmiah: Panduan Awal Menyusun Skripsi dan Tugas Akhir Fakultas Ekonomi UNIKOM*. Bekasi: Genesis.

www.thebodyshop.co.id

www.kompasiana.co.id