

DAFTAR PUSTAKA

- Alma, Buchori. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- American Marketing Association. 2003. *Perilaku Konsumen dan Implikasi dalam Strategi Pemasaran*. Terjemahan Nugroho Setiadi J. Jakarta: PT. Prenada Media.
- Ansar, Novera. 2013. *Impact of Green Marketing on Consumer Purchase Intention*. *Mediterranean Journal of Socia; Sciences MC SER Publishing, Rome-Italy*, Vol. 4, No. 11.
- Azaddin, S. K. 2004. *Customer Value: A review of recent literature and an integrative configuration*. *Management Decision*, Vol. 42, No. 5, pages: 645-666.
- Borin, N., Mulikin J, and Krishnan R. 2013 “An Analysis of Consumer Reactions to Green Strategies”. *Journal of Product and Brand Management*, pages: 118-128.
- Chen, Yu-Shan. 2010. *The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction and Green Trust*. *Journal of Business Ethics*, Vol. 93, pages: 307-319
- Chen, Yu-Shan and Ching-Hsun Chang. 2012. *The Roles of Green Perceived Value, Green Perceived Risk and Green Trust Enhance Green Purchase Intention*. *Management Decision*, Vol. 50, pages: 502-520. Emerald Group Publishing Limited.
- Chen, Yu-Shan and Ching-Hsun Chang. 2013. *The Influence of Green Perceived Value, Green Perceived Risk and Green Satisfaction toward Green Trust*. *Management Decision*, Vol. 51, pages: 68-32, Emerald Group Publishing Limited.
- F. Ahmad., J. Lopian., A.S. Soegoto. 2016. *Analisis Green Product dan Green Marketing Strategy Terhadap Keputusan Pembelian Produk The Body Shop di Manado Town Square*. *Jurnal EMBA*, Vol. 4, No. 1, pages: 33-44.
- Ferrinadewi. Erna. 2005. *Atribut Produk yang Dipertimbangkan dalam Pembelian Kosmetik dan Pengaruhnya pada Kepuasan Konsumen di Surabaya*.

Jurnal Manajemen & Kewirausahaan, Vol. 7, No. 2 (September), pp: 139-151.

Flavian, C. and Guinaliu, M. 2006. Three Basic Elements of Loyalty to a Website: Consumer Trust, Perceived Security and Privacy Policy. *Industrial Management and Data System*, Vol. 106, pages: 601-620.

Ghozali, Imam. 2013. Aplikasi Analisis Multivariat dengan Program IBM SPSS 21. Edisi 7. Semarang: Penerbit Universitas Diponegoro.

Hawkins, D and Coney, K. 2004. Consumer Behavior. Building Market Strategy. McGraw-Hill 9th.

Isa, Muzakar dan Kusmiyati. Competitiveness Model of Bioethanol Industry. *Jurnal Ekonomi Pembangunan*. Vol. 14, No. 3.

Isa, Muzakar. 2013. Manajemen Resiko Bisnis UMKM Kota Surakarta. *BENEFIT Jurnal Manajemen dan Bisnis*, Vol. 17, NO. 2.

Isa, Muzakar. 2016. Local Government Grants and Sme Performance, Evidence from Surakarta City, Indonesia. *International Journal of Business and Management Invention*, Vol. 5, No. 3.

Kamtarin, Milad. 2012. The Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from the Perspective Consumers, *International Journal of Academic Research in Economics and Management Sciences*, Vol. 1, No. 4.

Kenning, P. 2008. The Influence of General Trust and Specific Trust on Buying Behaviour. *International Journal of Retail and Distribution Management*, Vol. 36, pages: 461-476

Kotler, Philip. 2005. Manajemen Pemasaran edisi 11 Jilid 1. Jakarta: Indeks.

Kotler Philip. 2007. *Manajemen Pemasaran*. (Hendra Teguh dan Ronny A. Rusli). Terjemahan. Jakarta: PT. Prehallindo.

Kotler, Philip., Keller, Kevin, Ang, Swee Hoo., Leong, Siew Meng., Tan, Chin Tiong. 2009. *Marketing Management an Asian Perspective*, 5th ed. Pearson Education South Asia.

Lampe, Marc dan Gregory M. Gazda. 1995. Green Marketing in Europe and The Unite States: An Envolving Business and Society Interface. *Journal International Business Review*, Vol. 4, No. 3, pages 295-312.

- Lewis, J. D. dan Weygert, A. 1985. Trust as Social Reality. *Social Forces*, Vol. 63, pages: 967-985.
- Manongko, Allen A. CH. 2011. "Green Marketing Dan Pengaruhnya Terhadap Keputusan Pembelian Melalui Minat Membeli Produk Organik (Studi Pada Pelanggan Produk Organik di Kota Manado)", Tesis. Malang: Universitas Brawijaya.
- Mayer, R., Davis, J. and Schoorman, F. 1995. An Integrative Model of Organizational Trust. *Academy of Management Review*, Vol. 20, pages: 709-734.
- Pratama, Ashar. 2014. Pengaruh Green Perceived Value, Green Perceived Risk dan Green Trust Terhadap Green Purchase Intention Lampu Philips LED di Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, Vol. 3, No. 1.
- Prothero, Adrea dan James A Fitchett. 2000. Greening capitalism: Opportunities for a Green Commodity. *Journal of Macromarketing*, Vol. 20 No. 1, page 51.
- Quinton, S. dan March, S. H. 2008. Trust and Online Wine Purchasing: Insights into UK Consumer Behaviour. *International Journal of Wine Business Research*, Vol. 20, pages: 68-85
- Rahardjo, F. A. 2015. The Roles of Green Perceived Value, Green Perceived Risk Towards Green Purchase Intention Of Inverter Air Conditioner in Surabaya. *iBuss Management*, Vol. 3, No. 2, pages: 252-260.
- Rehman dan Khyzer. 2013. "Conceptualizing Green Purchase Intention in Emerging Market: An Empirical Analysis on Pakistan". *The 2913 WEI International Academic Conference*, pages: 99-120.
- Rizwan, M., Mahmood, U., Siddiqui, H., dan Tahir, A. 2014. An Empirical Study About Green Purchase Intentions. *Journal Of Sociological Research*, Vol. 5 No. 1.
- Samuel, Hatane dan Nadya Wijaya. 2009. Service Quality, Perceive Value, Satisfaction, Trust dan Loyalti Pada PT. Kereta Api Indonesia Menurut Penilaian Pelanggan Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1, pages: 23-37.

- Sekaran, Uma. 2006. *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat
- Sendjaya, S. and Pekerti, A. 2010. Servant Leadership as Antecedent of Trust in Organizations. *Leadership and Organization Development Journal*, Vol. 31, pages: 643-663.
- Setijono, D dan Dahlgaard, J. 2007. Customer values as a key performance indicator (KPI) and a key improvement indicator (KII). *Measuring Business Excellence*, Vol. 11, No. 2, pages: 44-61.
- Sumarwan, U. 2003. *Perilaku Konsumen Teori dan Penerapannya Dalam Pemasaran*. Jakarta: Ghalia Indonesia.
- Sutisna. 2003. *Perilaku Konsumen & Komunikasi Pemasaran*. Bandung: Remaja Rosdakarya
- Schiffman dan Kanuk. 2007. *Perilaku Konsumen*. Edisi Kedua. Jakarta: PT. Indeks Gramedia.
- Tjiptono, Fandy. 2005. *Brand Management dan Strategy*. Yogyakarta: Andi.
- Walker, K., Kutsyuruba, B. and Noonan, B. 2011. The Fragility of Trust in the World of School Principals. *Journal of Educational Administration*, Vol. 49, pages: 471-494.
- Wulansari, C., dan Suprapti, N. W. S. 2015. Efek Mediasi Kepuasan Dalam Hubungan Antara Persepsi Resiko Dengan Kepercayaan Produk Kosmetik Hijau Merek The Face Shop. *E-Journal Universitas Udayana*, Vol. 4, No. 4, hal. 849-865.
- Yee, W. M. S., Yeung, R. M. W. and Morris, J. 2005. Food Safety: Building Consumer Trust in Livestock Farmers for Potential Purchase Behavior. *British Food Journal*, Vol. 107, pages: 841-854
- .