

DAFTAR PUSTAKA

- Assael, Henry, 1995. *Customer Behavior And Marketing Action*, Keat Publishing. Company, Boston.
- Ajzen, I. 1988, *Attitudes, Personality, and Behavior*. Milton-Keynes, England: Open. University Press & Chicago, IL: Dorsey Press
- Ajzen, I. (2005). *Attitudes, personality, and behavior*. New York: Open. University Press
- Boyd, Walker dan Larreche. 2000. *Manajemen Pemasaran : Suatu Pendekatan. Strategis dengan Orientasi Global*, Edisi Kedua.
- Bernard Prasodjo, 2011, Makanan Organik. <http://pranaindonesia.wordpress.com/artikel/makanan-organik/>Diakses: Tanggal 21 November 2015
- Brown, M. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11/12), 1666-1684
- Chen, Mei-Fiang (2009), Persepsi terhadap Makanan Organik among Taiwanese as related to Health Consciousness, Environmental Concerns, and the mediating effects of a healthy lifestyle, *British Foods Journal*, Vol. 111 No. 2, pp 165-178
- Follows & Jobber (2000), Environmentally responsible purchase behavior: a test of a consumer model, *European Journal of Marketing*, Vol. 34 No. 5, pp 23-746
- Chau, P. Y. K. & Hu, P. J. 2002. Investigating Healthcare Professionals Decisions to Accept Telemedicine Technology: An Empirical Test of Competing Theories. *Information & Management*, 39, 297-311.
- Dahuri, Rokhmini, 1993. *Pembangunan Sumberdaya Perikanan Secara Berkelanjutan*. Puslitbang Perikanan Jakarta
- Deighton, Jhon, Caroline M.Henderson and Scott A Neslin (1994). The Effect of Advertising on Brand Switching and Repeat Purchasing, *Journal of Marketing Research*, Vol. 31.
- Erna Ferrinadewi,.(2008). *Merek dan Psikologi Konsumen*. Yogyakarta: Graha. Ilmu
- Engel, James F.,et al,. 2001. *Perilaku Konsumen*, Jakarta: PT Gramedia Pustaka Utama

- Effendy, Onong Uchyana. 1999. Hubungan Masyarakat, Suatu Studi Komunikologis. Rosda Karya. Bandung
- Gil et al. (2000), Market segmentation and willingness to pay for organic products in Spain, *International Foods and Agribusiness Management Review*, Vol. 3 No. 3, pp 207-226
- Krystallis. A & Chryssohoidis. G (2005), Consumers' willingness to pay for organic food, *British Food Journal*, Vol. 107 No. 5, pp 320-343
- Magnusson, E & Cranfield, J. A., (2003). Canadian consumers' willingness to pay for pesticide-free food products: An ordered probit analysis. *International Food and Agribusiness Management Review*, 6(4), 13-30
- Kotler Philip, Gary Amstrong. 2003. *Dasar-dasar Manajemen Pemasaran*. Alih Bahasa Alexander Sundiro : Penyunting Bahasa, Bambang ; Sarwiji Edisi 9. Penerbit PT. Index, Jakarta
- Kim dan Chung (2011), Consumer purchase intention for organic personal care products, *Journal of Consumer Marketing*, Vol. 28 No. 1, pp 40-47
- Ferrinadewi, Erna.2008. Pengaruh Threat Emotion Konsumen Dan Brand Trust Pada Keputusan Pembelian Produk Susu Anlene Di Surabaya. *Jurnal. Universitas Widya Kartika*
- Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606-625
- Wandel, M., & Bugge, A. (1997). Environmental concern in consumer evaluation of food quality. *Food quality and preference*, 8(1), 19-26
- Fishbein dan Ajzen, 1975. *Belief, Attitude, Intentions and Behavior: an introduction to theory and research*. California: Addison-Wesley Publishing Company, Inc
- Boyd, Walker dan Larreche. 2000. *Manajemen Pemasaran : Suatu Pendekatan Strategis dengan Orientasi Global*, Edisi Kedua. Jakarta : Erlangga
- Lockie, S., Lyons, K., Lawrence, G. and Mummery, K. (2002), "Eating "green": motivations behind organic food consumption in Australia", *SociologiaRuralis*, Vol. 42 No. 1, pp. 23-40.
- Wandel, M. and Bugge, A. (1996). Environmental concern in consumer evaluation of food quality

- Paul J, Rana J (2012), Consumer behavior and purchase intention for organic food *Journal of Consumer Marketing*, Vol 29 No. 6, pp 412-422
- Padel, S., Foster, C., (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107 (8), pp. 606 – 625
- Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32(2), 163-170
- Wilkie, P., (1994). *Customer Buying Behaviour* (3rd ed.). USA: Prentice Hall International, Inc
- Krystallis. A & Chrysosoidis. G (2005), Consumers' willingness to pay for organic food, *British Food Journal*, Vol. 107 No. 5, pp 320-343
- Molyneaux, M. (2007). changing face of organic consumers. *Food technology*
- Golnaz Rezai, Phuah Kit Teng, Zainalabidin Mohamed and Mad Nasir Shamsudin, Consumers' awareness and consumption intention towards green foods, *African Journal of Business Management Vol. 6(12), pp. 4496-4503, 28 March, 2012*
- Saba, A. & Messina, F. (2003) Attitudes towards organic foods and risk/benefit perception associated with pesticides. *Food Quality and Preference*, 14, 637–645
- Schiffman and Lazar Kanuk, 2000, *Customer behaviour*, International Edition, Prentice Hall
- Thio Sienny , Ninna Yuanita Sari Harianto, Ricky Ferdinand Sosiawan, 2008, Persepsi Konsumen Terhadap Makanan Organik Di Surabaya, *Jurnal Manajemen Perhotelan, Vol. 4, No. 1, Maret 2008: 18-20 27*
- Simamora Bilson,. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Edisi pertama. Jakarta: PT. Gramedia Pustaka
- Tungkele Rini , Mieke Roring, Harry Sumampouw, 2008, Faktor-Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Produk Ikan Kaleng Merek Pantai Manado Pt. Sinar Pure Foods International Bitung, *Jurnal Administrasi Bisnis*
- Tarkiainen, A., & Sundqvist, S. (2005) Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107 (11), 808-822

- Thøgersen, J. (2007). *Det er meget godt som det er... er det ikke*. Oslo, Novus
- Wee C.S, Mohd S., Norhayati Z., and Muhammad NMT., 2014, Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products, *Rev. Integr. Bus. Econ. Res. Vol 3(2)*
- Rezai Golnaz, Phuah Kit Teng, Zainalabidin Mohamed, Mad Nasir Shamsudin, 2012, Consumers' awareness and consumption intention towards green foods, *African Journal of Business Management Vol. 6(12)*, pp. 4496-4503, 28 March, 2012
- Vaugan GM, Hogg MA., 2005, *Introduction to Social Psychology*, (4 th Ed) Australia: Pearson Prentice Hall
- Zulian Yamit, 2005. *Manajemen Kualitas Produk dan Jasa*. Ed. 1, Cet. 4. Yogyakarta: Ekonisia Kampus Fakultas Ekonomi UII Yogyakarta
- heptarina.wordpress.com, 2005, *Ayo Kita Makan Ikan Lagi*, diakses 15 November 2015
- efarming.info /content/ makanan-organik- makanan-sehat-ramah- ingkungan, diakses 25 Oktober 2015
- Kompas.com. diakses 20 November 2015
- <http://pertanian.magelangkota.go.id>, Mengenal Nilai Gizi Ikan, diakses 20 November 2015
- diskanlabwi.blogspot.co.id/2013/07/manfaat-makan-ikan.html?m=1, diakses 20 November 2015
- <http://beritasehat.com/makanansehat/pengertian-makanan-sehat-menurut-al-quran.html/>, diakses 20 November 2015
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian Suatu Pendekatan dan Praktek*. Jakarta: Rineka Cipta
- Boedijoewono, N. (2001). *Pengantar Statistik Ekonomi dan Perusahaan Jilid 2*. Edisi Revisi. Yogyakarta: AMP YKPN.
- Ferdinand, A., 2006, *Structural Equation Modelling dalam Penelitian Manajemen*, Badan Penerbit UNDIP, Semarang
- Ghozali, Imam. 2011. *Model Persamaan Struktural dan Aplikasi dengan Program Amos 21*. Semarang: Badan Penerbit Universitas Diponegoro

Hair, J.F., et al. (2010). *Multivariate data analysis. (7th edition)*. New Jersey : Pearson Education Inc

Sekaran, U. (2006). *Research Methods for Business*. Edisi Pertama. Jakarta: Salemba Empat.

Indriantoro, Nur., Bambang Supomo, 2009. *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*, Edisi Pertama. Yogyakarta : BPFE YogyakartaGraha Ilmu

Sugiyono. 2005. *Statistika untuk Penelitian*. Bandung: CV Alfabeta

Ferdinand, A. (2000), *Structural Equation Modelling dalam Penelitian Manajemen*,. Penerbit Universitas Diponegoro, Semarang

