

DAFTAR PUSTAKA

- Adnan, A. A. (2013, July). Theoretical Framework for Islamic Marketing: Do We Need a New Paradigm? *International Journal of Business and Social Science*, 4(7), 157-165.
- Arseculeratne, D., & Yazdanifard, R. (2014). How Green Marketing Can Create a Sustainable Competitive Advantage fo a Business. *International Business Research*, 7, 130-137.
- Cherian, J., & Jacob, J. (2012). Green Marketing: A Study of Consumers' Attitude towards. *Asian Social Science*, 8, 117-126.
- Dean, E. B., & Patil, D. Y. (2015, September). Green Marketing – Concept, Awareness and Linkage with Consumer Purchase Decision. *International Journal of Management Sciences and Business Research*, 4(9), 14-19..
- Famiola, M., Djajadiningrat, S. T., & Hendriani, Y. (2014). *Green Economy*. Bandung: Rekayasa Sains.
- Hariyani, R., & Sartana, B. T. (n.d.).Praktik Green Marketing Pada Perusahaan-Perusahaan di Indonesia. 7, 1-20.
- Hashem, T. N., & Al-Rifai, N. A. (2011). The Influence of Applying Green Marketing Mix by Chemical Industries Companies. *International Journal of Business and Social Science*, 2(3), 92-101.
- Hashim, N., & Hamzah, M. I. (2014). 7P's: A Literature Review of Islamic Marketing and. *Journal of Social and Behavioral Science*, 130, 155-159.
- Herdiana, B., Wulandari, D., & Novi, P. (2014). *Makna Green Marketing dan Implementasinya di KFC Jember*. Jember: Universitas Jember.
- Herri, Putri, N., & Kenedi, J. (2006). Analisis Persepsi Masyarakat Terhadap Produk Hijau: Tinjauan Faktor Demografi, Psikologis, Sosial dan Budaya (Kasus Kota Padang). *Jurnal Bisnis & Manajemen*, 2(1), 1-9.
- Hosseinzadeh, S., & Azizpour, M. (2013, June). The Effect of Green Product and Green Promotion on Customers' Loyalty on the Brand of Nagshe Jahan Sugar Company. *International Journal of Management and Social Science Research (IJMSSR)*, 2, 114-117.
- J Moleong, L. (2004). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.
- K, P., & M, C. (2003). *The Marketing Book*. (B. M. J, Ed.) Great Britain, United Kingdom: Butterworth-Heinemann.
- Kartajaya, H., & Sula, M. S. (2006). *Syariah Marketing*. Bandung: Mizan.
- Kasali, R. (2005). Sembilan Fenomena Bisnis. *Manajemen Student Society (MSS)*. Jakarta, Indonesia: FEUI Official Site.

- Kotler, P. (1997). *Marketing Management, 9e, Analisis, Perencanaan, Implementasi, Kontrol*. Jakarta: Prenhallindo.
- Kotler, P. (2002). *Marketing Management, Millenium Edition (Custom Edition for University of Phoenix ed.)*. Boston, United State of America: Pearson Custom Publishing.
- Maharani, N. (2012). Aktivitas “Green Marketing” Yang Dilakukan Oleh Produsen Dan Toko. *Jurnal Prosiding SNaPP*.
- McCarthy, E. (1985). *Dasar - Dasar Pemasaran*. (A. J. Simatupang, P. T. C, & R. P. Sitompul, Trans.) Jakarta: Erlangga.
- McDaniel, S. W., & Rylander, D. H. (1993). Strategic Green Marketing. *Journal of Consumer Marketin*, 10, 4-10.
- Mihaela, R. (2014). Green: Marketing, Product And Consumers. *SEA - Practical Application of Science*, II(3), 555-562.
- Ottman, J. A. (1998). Green marketing: opportunity for innovation.
- Ottman, J. A. (2008). The Five Simple Rules of Green Marketing. *Design Management Review*, 19, 65-72.
- Oyewole, P. (2001, Februari). Social Costs of Environmental Justice Associated with the Practice of Green Marketing. *Journal of Business Ethics*, 29, 239-251.
- Polonsky, M. J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2).
- Rejeki, D. S., H, A. F., & Yulianto, E. (2015, September 1). Pengaruh Green Marketing pada Keputusan Pembelian Dan Implikasinya terhadap Loyalitas Pelanggan (Studi pada Pelanggan Produk Ramah Lingkungan Kentucky Fried Chicken (KFC) Gerai Royal Plaza, Surabaya). *Jurnal Administrasi Bisnis*, 26(1), 1-7.
- Saeed, M., & Baig, A. K. (2013). Islamic Shari’ah-Compliant Marketing. *International Journal of Social Entrepreneurship and Innovation*, 2(2), 166-178.
- Saladin, H. D. (1991). *Unsur - Unsur Inti Pemasaran dan Manajemen Pemasaran*. Bandung: Mandar Maju.
- Saxena, R. P., & Kandelwal, P. K. (2008). Consumer atitude towards green marketing: an. *European Conference for Academic Disciplines* (pp. 1-32). Dubai: University Of Wollongong.
- Silvia, F., Fauzi, A., & Kusumawati, A. (2014). Pengaruh Pemasaran Hijau Terhadap Citra Merek Serta Dampaknya Pada Keputusan Pembelian (Survei pada Konsultan Independen di Oriflame Cabang Surabaya). *Jurnal Administrasi Bisnis*, 1-2.

- Singh, P. B., & K Pandey, K. (2012, June). Green Marketing: Policies and Practices for Sustainable Development. *Integral Review - Journal of Management*, 5(1), 22-30. Retrieved from <http://www.integraluniversity.ac.in/net/journalsAndPublications.aspx>
- Yan, Y. K., & Yazdanifard, R. (2014, April). The Concept Of Green Marketing And Green Product Development On. *Global Journal Of Commerce & Management Perpsective*, 3, 33-38

