

PROSIDING



Seminar Nasional

HASIL PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT

Universitas Negeri Manado

Manado 12-13 Oktober 2017

ISBN 978-602-14701-1-4

**PARADIGMA BARU PENELITIAN DAN PENGABDIAN KEPADA
MASYARAKAT BERBASIS KEBUTUHAN INDUSTRI**

PROSIDING

**SEMINAR NASIONAL
HASIL PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
UNIVERSITAS NEGERI MANADO
2017**

Manado, 12-13 Oktober 2017

**LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
UNIVERSITAS NEGERI MANADO**

PROSIDING
SEMINAR NASIONAL
HASIL PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
UNIVERSITAS NEGERI MANADO
2017

DEWAN REDAKSI

Pengarah

Prof. Dr. Julyeta P. A. Runtuwene, MS

Penanggung Jawab

Prof. Dr. Revolson A. Mege, MS
Prof. Dr. Suddin Simandjuntak, M.Si

Penyunting

Recky Sendouw, Ph.D
Jeane Mantiri, SAB, MAP
Jeane Tuilan, S.Pd M.Pd
Wensi Paat, ST, MT

Reviewer

Prof. Dr. Revolson A. Mege, MS
Prof. Dr. Suddin Simandjuntak, M.Si
Prof. Dr. Sanusi Gugule, MSi
Recky Sendouw, Ph.D

Desain

Made Krisnanda, ST, MT

Disclaimer

Disclaimer This book proceeding represents information obtained from authentic and highly regarded sources. Reprinted material is quoted with permission, and sources are indicated. A wide variety of references are listed. Every reasonable effort has been made to give reliable data and information, but the author(s) and the publisher cannot assume responsibility for the validity of all materials or for the consequences of their use.

All rights reserved. No part of this publication may be translated, produced, stored in a retrieval system or transmitted in any form by other any means, electronic, mechanical, photocopying, recording or otherwise, without written consent from the publisher. Direct all inquiries to LPPM, Universitas Negeri Manado, Kampus Unims Tondano 93818.

SAMBUTAN REKTOR

Pertama-tama Puji Syukur saya panjatkan kehadiran Tuhan Yang Maha Kuasa atas segala Rahmat dan Anugerah yang senantiasa dilipahkan kepada kita semua. Sebagai salah satu Institusi Pendidikan Tinggi di Indonesia, Universitas Negeri Manado (Unima) diamanatkan oleh Pemerintah untuk mengemban tugas pelayanan yang tertuang dalam Tri Darma Perguruan Tinggi, yakni: Pendidikan dan pengajaran, penelitian dan pengabdian kepada masyarakat. Hasil – hasil penelitian yang dilakukan oleh dosen kemudian diimplementasikan menjadi suatu kegiatan pengabdian kepada masyarakat. Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM) Unima mengupayakan kegiatan penelitian dan pengabdian kepada masyarakat sesuai dengan visi Unima menjadi universitas yang berkarakter , Inovatif, Unggul Kompetitif.

Sejalan dengan peningkatan peran LPPM Unima sebagai mitra bagi stakeholder, perlu dilakukan serangkaian langkah percepatan bagi penyebaran data dan informasi tentang hasil penelitian dan pengabdian seperti yang dilakukan dalam seminar ini. Di samping itu, hasil-hasil pegabdian kepada masyarakat yang dilaksanakan oleh para dosen juga telah dipublikasikan pada Jurnal Abdimas dan Edupreneur yang dikelola oleh LPPM Unima. Oleh karena itu, saya selaku Rektor menyambut baik diseminasi hasil penelitian dan pengabdian kepada masyarakat yang dilakukan oleh para partisipan Seminar Nasional Hasil Penelitian dan Pengabdian Kepada Masyarakat dalam prosiding ini.

Metode penyebaran seperti ini diharapkan dapat digunakan sebagai wahana untuk menjalin kemitraan antar pelaku, pengguna serta pendukung kegiatan penelitian dan pengabdian kepada masyarakat.

Akhirnya, semoga Prosiding ini dapat dimanfaatkan oleh segenap masyarakat, civitasakademika, lembaga pemerintah, dunia usaha dan industri. Prosiding ini juga diharapkan dapat menjadi sumber inspirasi untuk berinovasi dalam melakukan penelitian dan pengabdian kepada masyarakat pada tahun berikutnya.

Pada kesempatan ini saya ingin mengucapkan selamat dan penghargaan kepada LPPM Unima yang telah menyelenggarakan Seminar Nasional ini.

Manado, 12 Oktober 2017
Rektor Universitas Negeri Manado

Prof. Dr. Julyeta P. A. Runtuwene, MS

DAFTAR ISI

JUDU	i
SAMBUTAN REKTOR	ii
DAFTAR ISI	iii
[1] DIVERSIFIKASI PANGAN OLAHAN BERBASIS KACANG TANAH UNTUK MENINGKATKAN PEREKONOMIAN MASYARAKAT DI DESA PILOHAYANGA BARAT	18
[2] THE EFFECT OF TEMPERATURE AND ROASTING TIME ON ORGANOLEPTIC CHARACTERISTICS SNACK FOOD BARS FOR DIABETES MELLITUS TYPE 2	19
[3] EFEK POTENSIAL WEBSITE PEMBELAJARAN MATEMATIKA REALISTIK PADA SISWA SMP NEGERI 1 TONDANO	20
[4] IMPLEMENTASI WORKSHOP PENDIDIKAN MATEMATIKA REALISTIK INDONESIA BAGI GURU SMP SE KECAMATAN TONDANO BARAT KABUPATEN MINAHASA	21
[5] PENERAPAN PENCATATAN AKUNTANSI PADA USAHA KECIL MENENGAH YANG ADA DI DESA TARA-TARA	22
[6] ANALISIS NERACA ARUS DANA PADA PEMERINTAH KOTA BITUNG	23
[7] KAJIAN MORPHOMETRI PADA DAERAH ALIRAN SUNGAI (DAS) BATANG KURANJI TERHADAP DEBIT BANJIR	24
[8] BIOCHAR SEBAGAI INPUT DALAM PENGELOLAAN TANAMAN MANGGIS DI DESA JELIJIH PUNGGANG	25
[9] ALTERNATIF PEWARNAAN PADA KAIN TRADISIONAL ENDEK DENGAN TEKNIK AIR BRUSH	26
[10] IBM PENGELOLAAN KEUANGAN SEDERHANA UNTUK USAHA KECIL PADA KELOMPOK TANI NELAYAN "KAMINTONG" DI DESA ERIS KECAMATAN ERIS KABUPATEN MINAHASA PROVINSI SULAWESI UTARA	27
[11] TAMAN TEMATIK EDUKASI 5R SEBAGAI STRATEGI PEMANFAATAN LIMBAH SAMPAH ORGANIK DAN ANORGANIK	28
[12] PENINGKATAN POTENSI EKONOMI LOKAL MELALUI TEKNOLOGI PENGEMBANGAN PRODUK BAHAN BAKU OBAT DAN KOSMETIK DARI DAUN CENGKEH DI GORONTALO	29
[13] PENGEMBANGAN UNIT PROSES PRODUKSI DAN KEMASAN PRODUK OLAHAN BERBASIS RUMPUT LAUT UNTUK USAHA MIKRO PEMBUATAN DODOL, SELAI DAN KERUPUK DI DESA ILODULUNGA KECAMATAN ANGGREK KABUPATEN GORONTALO UTARA	31
[14] PENINGKATAN KUALITAS EKSPOR PRODUK KERAJINAN BERBAHAN KULIT DI KECAMATAN SUKAWATI MELALUI PENINGKATAN SKILL PENGUSAHA	33
[15] MENINGKATKAN KEMAMPUAN MENULIS NARRATIVE DAN KREATIVITAS MAHASISWA MELALUI STRATEGI CHAIN-WRITING	34
[16] PENGARUH BUDAYA ORGANISASI, LEARNING ORGANIZATION, PEMBERDAYAAN MASYARAKAT, DAN KOMITMEN ORGANISASIONAL TERHADAP KINERJA UMKM (STUDI KASUS UMKM DI KABUPATEN MINAHASA SELATAN)	35
[17] IBM "UMKM, SISTEM INTEGRASI PELATIHAN DAN PENDAMPINGAN SABLON" DI AMURANG KABUPATEN MINAHASA SELATAN	36

[18] IBM KOMUNITAS SASTRA BERBASIS TEKNOLOGI INFORMASI	37
[19] TINGKAT FINANSIAL LITERASI MASYARAKAT KOTA GORONTALO DAN FAKTOR-FAKTOR YANG MEMPENGARUHINYA	38
[20] IDENTIFIKASI POTENSI PENGEMBANGAN PRODUK TURUNAN KELAPA DI PROVINSI GORONTALO	39
[21] PEMBUATAN ALAT PERAGA IPA UNTUK SISWA SD DI KECAMATAN SARIO KOTA MANADO .	40
[22] IBM PUSTAKAWAN DALAM PENGELOLAAN PERPUSTAKAAN SEKOLAH MENGGUNAKAN ATHENAEUM LIGHT 8.5	41
[23] PENGARUH GREEN MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK ORGANIK DENGAN MINAT MEMBELI SEBAGAI INTERVIENING	42
[24] PEMBERDAYAAN USAHA EKONOMI PRODUKTIF BAGI MASYARAKAT MELALUI PENDEKATAN MANAJEMEN USAHA KECIL DI KECAMATAN TOMPASO KABUPATEN MINAHASA.....	43
[25] KEWIRAUSAHAAN BAGI MAHASISWA DI UNIVERSITAS NEGERI MANADO.....	44
[26] IPTEKS BAGI MASYARAKAT (IBM) DI SMA NEGERI SATU KAWANGKOAN	45
[27] SIMULTANITAS KEBIJAKAN HUTANG DAN KEBIJAKAN DIVIDEN PADA INDUSTRI MANUFAKTUR YANG TERDAFTAR DI BURSA EFEK INDONESIA.....	46
[28] PENGEMBANGAN KAWASAN AGROWISATA BUAH TERPADU DI KECAMATAN LIKUPANG SELATAN KABUPATEN MINAHASA UTARA.....	47
[29] OPTIMALISASI KENYAMANAN THERMAL PADA RUMAH-RUMAH KAYU DI KAMPUNG JAWA TONDANO	48
[30] IBM BIOPORI MITIGASI BANJIR DI SEKITAR KAMPUS UNIMA TONDANO.....	49
[31] PENGELOLAAN DANA ALOKASI DESA (ADD) DALAM PENINGKATAN KEGIATAN EKONOMI PRODUKTIF DI DESA	50
[32] ANALISIS IMPLEMENTASI METODE BALANCED SCORECARD PADA PENGUKURAN KINERJA DI PEMERINTAH KOTA MANADO	51
[33] PENINGKATAN KAPASITAS KEPALA SEKOLAH DAN GURU MELALUI PELATIHAN MANAJEMEN SEKOLAH KEJURUAN	52
[34] PENINGKATAN KUALITAS JAGUNG MELALUI PENGGUNAAN ALAT PENERING EFEK RUMAH KACA TIPE HYBRID.....	53
[35] KERAJINAN GERABAH PULUTAN: MASIHKAH MENJADI IKON ?	54
[36] TANGGAP PEMBERIAN PUPUK HIJAU ECENG GONDOK (<i>Eichornia crassipes</i>) DALAM SEDIMEN DANAU TONDANO, SULAWESI UTARA DENGAN INDIKATOR TANAMAN SEMUSIM (Percobaan Pot) 55	
[37] PELATIHAN PEMANFAATAN INTERNET BAGI GENERASI MUDA DI GEREJA GMIM KALVARI MALALAYANG SATU	56
[38] PROGRAM PENDIDIKAN SEKS UNTUK ANAK AUTIS DI KOTA MANADO	57
[39] PERANAN SISTEM PENGENDALIAN MANAJEMEN TERHADAP KINERJA MANAJERIAL RS GMIM DALAM PERSAINGAN BEBAS MEA	58
[40] EDUKASI LINGKUNGAN HIDUP UNTUK MASYARAKAT TENTANG PENGELOLAAN PEKARANGAN	59
[41] PENDIDIKAN KONSERVASI BAGI ANAK TENTANG LUBANG RESAPAN BIOPORI	60

**PENGARUH GREEN MARKETING TERHADAP KEPUTUSAN PEMBELIAN
PRODUK ORGANIK DENGAN MINAT MEMBELI SEBAGAI INTERVENIENING**
**The influence of Green Marketing on the Purchase Decision of Organic Product
with the Interest to Buy as Intervening in Manado, Indonesia**

Allen A. Ch. Manongko
(Faculty of Economics, Universitas Negeri Manado)

ABSTRACT

This research attempts to test and analyze the influence of green marketing on the customers' decision to buy organic product with the interest to buy as intervening. This is an explanatory research with quantitative method and survey method. The modelling refer to the theories of marketing mix and planned behaviour. The research population are customers who buy organic products at the supermarket or modern market in Manado. The population samples are 120 respondents. The sampling was conducted by purposive sampling technique and data analysis technique. It also involves confirmatory factor analysis and path analysis, with SPSS 18 application. The result shows following facts: green marketing does not have direct and significant influence on customers' buying attitude; green marketing does not have direct and significant influence on customers' purchase decision; buying interest has direct and significant influence on the customers' decision; green marketing does not have direct and significant influence on customers' decision with buying interest as the intervening variable.

Key Words: Green Marketing; Interest to Buy; Purchase Decision; Organic Product

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh green marketing terhadap terhadap keputusan pembelian melalui minat membeli produk organik sebagai intervening. Jenis penelitian ini adalah explanatory research dengan pendekatan kuantitatif melalui metode survei. Permodelan mengacu pada teori marketing mix dan theory planned behavior. Populasi dalam penelitian ini adalah pelanggan yang membeli produk organik pada swalayan atau pasar modern di Kota Manado. Dengan sampel penelitian berjumlah 120 responden. Pengambilan sampel menggunakan teknik purposive sampling dengan teknik analisis data menggunakan confirmatory factor analysis dan path analysis, dengan aplikasi SPSS 18. Hasil penelitian ini menunjukkan bahwa: green marketing berpengaruh secara langsung dan signifikan terhadap minat membeli; green marketing tidak berpengaruh secara langsung dan signifikan terhadap keputusan pembelian; minat membeli berpengaruh secara langsung dan signifikan terhadap keputusan pembelian; green marketing berpengaruh secara tidak langsung dan signifikan terhadap keputusan pembelian dengan minat membeli sebagai variabel intervening.

Kata Kunci: Green Marketing, Minat Membeli, Keputusan Pembelian, Produk organik

INTRODUCTION

Climate change and global warming are no longer simply the issue disseminated by the scientists or attention-diverting issues from the world leaders. These phenomena have taken their forms and been evolving; thus, it can be said that the earth as a place to live in for humans and other creatures is under serious threat. Various natural phenomenon incline to experience anomaly recently such as prolonged extreme heat in some places, high intensity of precipitation leading to flood in some areas, tornadoes and land slides, as well as tsunamis. The emergence of new viruses such as bird flu, pig flu, mad cow and others shows the evidences that the earth has been severely contaminated. Due to these conditions, awareness and realization of having healthy environment have changed the point of view and life style of the businessmen in order to create and sustain the balance and controlled situation of the nature. The shift on business approach (production and marketing) has evidently shown these attitudes. The businessmen tend to conduct business activities based on natural preservation and health such as eco-friendly products and organic products.

Environmental marketing is the modification in marketing which also serve as potential and strategic opportunity because it gives multiplier effect for businessmen and society as users. Green marketing approach on products is assumed to strengthen control over the environmental issues, this approach also gives stimulus on the aspects of company's activities such as the formulation of strategy, planning, designing, production and distribution to customers. Pride and Ferrell, 1993 in Nanere (2010) explain that green marketing refers to organization's effort in designing, promoting, setting the price, and distributing the products without posing harm to the environment. This statement is supported by Pujari and Wright (1995) and Kalafatis et al., (1999) who perceive green marketing as the potential for distributors, as the business opportunity to develop and implement the plan as the company's strategy.

Czinkota and Ronkainen (1992) in Lozada (2000) explain that a company finds a solution to solve an environmental issue by choosing strategic marketing for product and service to compete with others. Byrne (2003) states that environmental or green marketing is a new focus in business sector. Green marketing is newly-emerging marketing strategy and widely known since the end of 20th century. This condition requires the marketers to be more meticulous and careful in taking decision related to environment.

Green marketing is perceived by the company as the chance to reach the company's goals. It is clearly seen from the interest of the businessmen in the environmental issues and health problems; thus, eco-friendly markets are on the rise (Laroche, et al., 2001). The great number of businessmen guarantee that their products can be accepted in market, so international standard organization (ISO) has established standards for those products (i.e organic product) with ISO-14000.

Organic product is one of eco-friendly products with the promise of health guarantee for the customers. Some researchers in Indonesia who discuss 'organic product marketing' expose some factors influencing interest and decision in purchasing organic products. Those factors are the combination of marketing and demographic characteristics (Haryadi, 2009; Ardianti, 2008; Junaedi, 2007). An empirical study on the decision of green buying states that this refers to an attitude considered beneficial for the environment. Some researchers apply some approaches such as demographic and psychographic aspects. Demographic aspect covers the characteristics of customers for example age, education, and income. Psychographic aspect includes the psychological and subjective characteristics of customers such as values, confidence and attitude (Sari, H, 2008; Solomon, 2007; Sistya, 2002; Fotopoulos and Krystallis, 2002).

Organic products which are free from chemical substances/pesticide are growing trends in countries around the globe. The shift of consumption pattern in which the customers start using organic products is an interesting phenomenon to discuss recently. The 'back to nature' life style is a wise decision to undergo healthy life. Green marketing in Indonesia is not quite popular

despite its huge potential as it can be seen from the growing consumption pattern of eco-friendly products, in particular organic products (Kompas, 2007).

Some previous researchers explain that the changes in consumption pattern in which customers grow their interest, demand and attitude to buy organic food products are greatly influenced by some factors: health factor (Tarkiainen and Sundqvist, 2005; Chen, 2009; Tsakiridou and Mattas, 2007; Kalafatis, et al.1999), social status and life style (Tsakiridou et al., 2006).

The result from the observation, interview with the customers and supermarket's owners and the tracking on marketing and the availability of organic products in Manado show that the purchase volume of organic products has not increased yet. This happens due to the lack of varieties of organic products sold in either traditional or modern market, expensive price, the lack of marketing and understanding, and the disorganized distribution of the product from the suppliers.

To figure out, explain, and analyze marketing and customers' behavior to buy organic products in Manado, the researchers apply theory of planned behavior from Ajzen (1988) as the underlying theory. This theory aims at explaining and predicting the influence of interest dimensions such as attitude, subjective norms, and behavior control on the purchase behavior. Tarkiainen, et al (2005) modifies the theory of planned behavior by adding some variables; health awareness, price perception, and product availability. He places interest as the intervening variable to understand the recurrent customer's behavior to buy organic products in Finland. Magistris and Gracia (2008) conducted research on the influence of knowledge about organic products on the attitude and behavior of customers in buying organic foods in Italy. This research conjoined two variables as the antecedent variables which influence the customers' behavior on organic foods. Kalafatis, et al., (1999) digged out customers' behavior in buying green products by conducting cross research between customers in Greek and England by using theory of planned behavior without modifying the model. He made indirect connection between behaviour and behavior control to interest by using subjective norm. He found out that concerns on environment and customers' will have changed their purchase behavior by buying environmentally friendly products in a low correlation.

Due to the existing phenomenon, theoretical and empirical reviews, this research highlights the analysis and explication of green marketing influence with buying interest as the intervening variable in the decision of customers to buy organic products in Manado. This research recommends the benefit in theoretical and empirical aspects related to customers' behaviour. It intends to explain and comprehend factors influencing the customers' decision to buy organic products with green marketing concept and theory of planned behavior.

LITERATURE REVIEW

GREEN PRODUCTS

Kasali (2005) defines green products as harmless products for human and environment. These products do not use much resource, produce excessive litters, nor involve violence to animals. Nugrahadi (2002) explains that green product is an environmentally friendly product. It was designed and processed to decrease negative effects which will pollute the environment during the production, distribution, and consumption. It is closely related to raw materials which can be recycled. Ottman (2006) posits that green product are typically durable, nontoxic, made from recycled materials or minimally packaged .

GREEN MARKETING CONCEPT

Pride and Ferrell, 1993 in Nanere, (2010), explain that green marketing is the effort of an organization/company to design, promote, set price and distribute the environmentally friendly

products. Polonsky, Rosenberger and Ottman (1998), define green marketing as All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment . Mintu and Lozada (1993) in Lozada (2000) define green marketing as the application of marketing tool to facilitate changes by ensuring organizational satisfaction and individual purpose in the effort to maintain, protect and conserve physical environment'. Pride and Farrel (1993) in Nanere (2010) define green marketing as the effort of an organization/company to design, promote, set price and distribute the environmentally friendly products. Charter (1992) defines green marketing as the hollistic and strategic responsibility. It refers to management process which identifies, anticipates, satisfies, and fullfils the needs of stakeholders to provide acknowledgement without posing dentrimental effect for humans or natural environment. Ottman (2006) mentions green marketing dimension by integrating environment into all marketing aspects such as the development of green product and green communication.

MARKETING MIX

McCarthy classifies marketing tools into 4 big groups; product, price, promotion, and place (McCarthy (1996) in Kotler and Keller (2007). Payne (2000) explains that the concept of marketing mix is a tool which is well-designed to be the structure for marketers. This concept consists of various marketing elements which must be considered to achieve success in implementing strategies of marketing segmentation, targeting, dan positioning in the targeting market. Therefore, marketing mix can be defined as the marketing function combined from various factors which can be controlled by an marketing organization. These factors can be mobilized to fulfill the needs of various types of customers. Stanton (1991) explains that marketing mix can be defined as the combination of four variables or activities which becomes the cores of marketing system in an organization consisting of product, price structure, promotion, and distribution system. Kotler (2000) states that marketing miz is a series of marketing tool which the company uses to achieve marketing goal in targeting market.

CUSTOMERS' BEHAVIOR

Customer behavior is a study which highlights a process undergone by someone or a group in selecting, choosing, buying, using and disposing a product, service, idea or experience to fulfil needs and wants (Solomon, 2002). According to Ma'ruf (2005), consumer behavior is a process in which a customer decides to buy, what to buy, where, when and how to buy. Thus, it can be stated that customer behavior is the sustainable process. Engel et. al, (1994) defines customer behavior as the activities in which the customers directly involve in the attempt to get, consume, and produce service and goods. It also includes the process of needs which proceeds and follows these activities', According to Swasta and Handoko (2002), customer behavior refers to all acvities which directly involve in getting and using goods and service, and it also include the process of decision making during the preparation and selection of those activities. Based on those previous studies, customer behavior contains two important elements; decision making process and physical activities. Besides influenced by stimulus, customers' decision to buy product is also influenced by motivation. Customers have changing motivation on wants, perception, and preference. Sometimes, customers want to buy a product, but this interest soon eveporates and they donot want to buy the product. Producers must aware of these changing motivations in order to keep them. Thus, learning purchase motivation is ultimately important in marketing.

THEORY OF PLANNED BEHAVIOR

Theory of planned behavior (TPB) is the further development of theory of reasoned action (TRA). Ajzen develops TPB by adding new construct which have not been existed in TRA. This construct is called perceived behavioral control. This construct is useful to control individual behavior which is limited by weakness and inadequacy of resources. Theory of planned behavior is the modification from theory of reasoned action. Theory of planned behavior explicitly explains the possibility that many customer behaviors are not entirely under control, so the concept of perceived behavioral control is added to analysis these behaviors. When individuals are able to control all behaviors, it means that behavioral control is almost maximum. Thus, theory of planned behavior turns to be theory of reasoned action.

BEHAVIORAL INTEREST

Interest is one of psychological aspects which poses great influence on individual behavior. It also a motivation leading someone to perform certain activities or action (Schiffman and Kanuk, 2007). Behavioral interest is a function of theory of planned behavior which constitutes attitude, subjective norm, and behavioral control. Someone's intention to perform such behavior can be predicted from his/her attitude and way of thinking. Other people will figure out something when someone shows the attitude. Internal and external beliefs are perceived as the controlling aspects. Schiffman & Kanuk (2007) explain that interest to buy is 'the emerging psychic activities due to affective and cognitive feelings on the desired goods and services'. Further, buying interest refers to a preference over an object which leads someone to try getting that object by spending money or sacrificing. In this research, interest serves as an intervening variable between green marketing variable and customers' decision on buying organic products'.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

CONCEPTUAL FRAMEWORK

Conceptual framework describes a comprehensive research paradigm which serves as theoretical framework and relationship and influence of research variables. The research aims at analyzing and explaining the influence of green marketing by placing buying interest as the intervening variable on the customers' decision to buy organic products in Manado. Based on conceptual framework, the correlation among variables is described in the following figure 1:

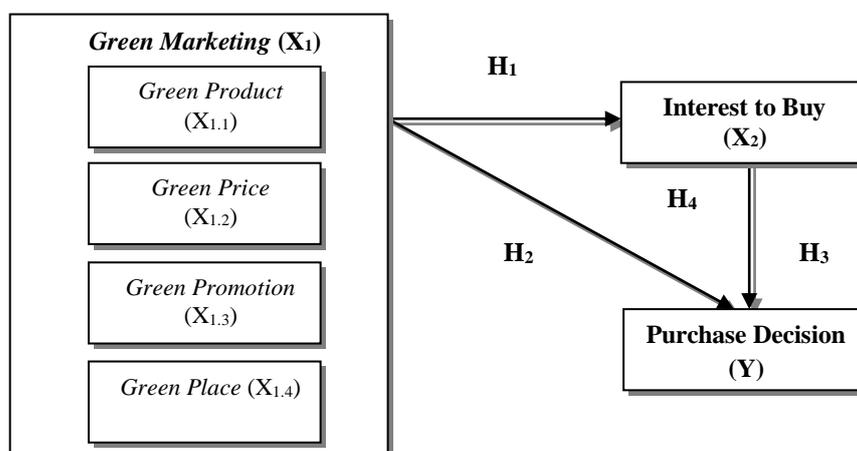


FIGURE 1. Conceptual framework and the correlation among variables

RESEARCH HYPOTHESES

- H1 Green Marketing has the influence on customers' interest to buy organic products.
- H2 Green Marketing has the influence on customers' decision to buy organic products
- H3 Interest to buy influences the customers' decision to buy organic products
- H4 Green Marketing has the influence on the customers' decision through customers' interest to buy organic products.

RESEARCH METHODOLOGY

This research is an explanatory research with quantitative approach. This research was conducted in some modern markets (Fresh Supermarket, Golden Supermarket, dan Gelael Supermarket) in Manado and its adjacent areas. This research is one-shot study or cross sectional in which data are gathered in one period of time (Sekaran, 2006). Research population are all customers who have bought organic products at supermarkets in Manado. The samples of this population are 120 respondents which are selected based on the recommendation to use path analysis (Sarwono, 2007). Samples selection uses Non-probability sampling, method with purposive sampling technique (Ferdinand, 2006). The samples criterion is the customers who buy organic products. The independent variable is green marketing (X_1); the indicators of product ($X_{1.1}$), price ($X_{1.2}$), place ($X_{1.3}$), and promotion ($X_{1.4}$). The intervening variable is interest to buy (X_2) with the indicators are attitude ($X_{2.1}$), subjective norm ($X_{2.2}$), and behavioral control ($X_{2.3}$). The dependent variable is purchase decision (Y) with the indicators are actual decision to buy ($Y_{1.1}$) purchase frequency ($Y_{1.2}$).

DATA COLLECTING TECHNIQUES

The data collecting used questionnaire, interview, and library research. The instrument to measure variable used in this research is likert scale which is able to measure attitude, opinion and perception of someone or a group on certain incidences or social symptoms (Sarwono, 2007). To measure validity, the researcher uses Pearson Product Moment which explains that: if $t_{hitung} > t_{tabel}$ or $Sig\ t < 0.05$, the data are valid; on the contrary, if $t_{hitung} < t_{tabel}$ or $Sig\ t > 0.05$, the data are not valid (Riduwan and Kuncoro, 2007). To measure reliability, the researcher uses alpha cronbach method which explains that: if $r_{11} > 0.6$ it is considered reliable; on the contrary, if $r_{11} < 0.6$ it is not reliable (Riduwan and Kuncoro, 2007)

DATA ANALYSIS METHODS

This analysis aims at revealing data which have gathered from the research location. Data can be described by interpreting the result of data analysis in the form of frequency tabulation. Thus, the inclination of empirical nominal data such as mean, median, modus, minimum, and maximum can be obtained. The result of descriptive analysis is important to interpret data by using other techniques.

To obtain representation result, the researcher processes data which have been collected by using suitable analysis tool. Based on theoretical and conceptual frameworks as well as hypotheses, the most suitable analysis model is confirmatory faktor analysis and path analysis, by using software SPSS 18.

Hypotheses test is performed due to following assumptions: H_a is accepted if $t_{hitung} > t_{tabel}$, which shows that exogenous variable influences endogenous variable. H_0 is accepted if $t_{hitung} < t_{tabel}$, which shows that exogenous variable does not influence endogenous variable. This test is conducted with degree of freedom 95% $\alpha = 0.05$

RESULTS AND DISCUSSION

VALIDITY AND RELIABILITY TESTS ON RESEARCH INSTRUMENTS

The result of validity test on 30 items from 9 indicators and 3 variables has the value of $t_{hitung} > t_{tabel}$ or $Sig\ t < 0.05$; thus, all question items are valid. The result of reliability test shows that all variables has the value of alpha cronbach (r_{11}) > 0.6 ; thus, all variables are reliable (Validity and Reliability Tests are performed by using software SPSS 18).

TABLE 1. Descriptive statistics

Variables	Descriptive Statistical Score			Mean	Result
X ₁	3,41	to	4,20	4,00	Strong Category
X ₂	3,41	to	4,20	3,66	Strong Category
Y	3,41	to	4,20	3,80	Strong Category

Table 1 shows that three research variables, Green Marketing (X₁), Interest to Buy (X₂), and Customers' Decision (Y) have strong and good perception from the customers. It can be stated that the customers of organic product has a strong correlation with the decision of buying the products at supermarkets in Manado.

The result of confirmatory factor analysis on Green Marketing construct (X₁) measured by four indicators (Table 2): Product (X_{1.1}), Price (X_{1.2}), Place (X_{1.3}), and Promotion (X_{1.4}).

TABLE 2. The result of CFA on Green Marketing construct (X₁)

Indicator	Loading Factor	Factor	Eigen Value	Variance Percentage	Variance Cummulative
X _{1.1}	0.822	1	2.682	67.061	67.061
X _{1.2}	0.872	2	0.520	12.997	80.059
X _{1.3}	0.797	3	0.483	12.078	92.137
X _{1.4}	0.783	4	0.315	7.863	100.000

Table 2 shows that 4 indicators only form one factor. It can be seen from only 1 eigen value having value more than 1 (Factor 1 with eigen value 2.682). It means that 4 indicators blend into one factor, Green Marketing (X₂). The differences from 4 indicators is 67.061%. It reflects the values of 0.676, 0.760, 0.635, and 0.612 respectively. It means that the value > 0.5 . In measuring Green Marketing, 4 indicators are included in the next analysis.

Based on the result, the highest indicator to measure Green Marketing (X₁) is Price (X_{1.2}). It means that Green Marketing (X₁) is mostly measured from Price (X_{1.2}). On the contrary, the weakest indicator to measure Green Marketing (X₁) is Promotion (X_{1.4}). The highest indicators to measure Green Marketing (X₁) respectively are Price (X_{1.2}), Product (X_{1.1}), Place (X_{1.3}), and Promotion (X_{1.4}). Respondents perceives Green Marketing (X₁) mostly from the price of the organic products. After considering the price, respondents consider the quality of those products. The next thing to consider is place (supermarket). The least consideration is promotion from the supermarket.

The result of confirmatory factor analysis on Interest to Buy Construct (X₂) measured by three indicators (Table 3): Attitude (X_{2.1}), Subjective Norms (X_{2.2}), and Behavioral Control (X_{2.3}).

TABLE 3. The result of CFA on Interest to Buy Construct (X₂)

Indicator	Loading Factor	Factor	Eigen Value	Variance Percentage	Variance Cummulative
X _{2.1}	0.845	1	1.738	57.918	57.918
X _{2.2}	0.466	2	0.916	30.547	88.465
X _{2.3}	0.898	3	0.346	11.535	100.000

Table 3 shows that 3 indicators only form one factor. It can be seen from only 1 eigen value having value more than 1 (Factor 1 with eigen value 1.738). It means that 3 indicators blend into one factor, Interest to Buy Construct (X_2). The differences from 3 indicators is 57.918%,. It means that 3 indicators show the result 57.918% when measuring Interest to Buy Construct (X_2). With the contribution of each indicator in measuring variable, the values of loading factors are $X_{21}=0.845$; $X_{22}=0.466$; and $X_{23}=0.898$.

Based on the result, the highest indicator to measure Interest to Buy (X_2) is Behavioral Control ($X_{1,3}$). It means that Interest to Buy (X_2) is mostly measured from Behavioral Control ($X_{1,3}$). On the contrary, the weakest indicator to measure Interest to Buy (X_2) is Subjective Norms ($X_{1,1}$). The highest indicators to measure Interest to Buy (X_2) respectively are Behavioral Control ($X_{2,3}$), Attitude ($X_{2,1}$), and Subjective Norms ($X_{2,2}$). Respondents perceives Interest to Buy (X_2) mostly from Behavioral Control ($X_{2,3}$). After considering Behavioral Control ($X_{2,3}$), respondents' interest can be seen from Attitude and then their subjectivity.

The result of confirmatory factor analysis on purchase decision construct (Y) measured from 2 indicators (Table 4); Actual Decision ($Y_{1,1}$), and Purchase Frequency ($Y_{1,2}$).

TABLE 4. The result of CFA on purchase decision construct (Y)

Indicator	Loading Factor	Factor	Eigen Value	Variance Percentage	Variance Cummulative
$Y_{1,1}$	0.886	1	1.571	78.573	78.573
$Y_{1,2}$	0.886	2	0.429	21.427	100.000

Table 4 shows that 2 indicators only form one factor. It can be seen from only 1 eigen value having value more than 1 (Factor 1 with eigen value 1.571). It means that 2 indicators blend into one factor, customers' decision (Y). The differences from 2 indicators is 78.573%, It means that 2 indicators show the result 78.573%, when measuring customers' decision (Y). With the contribution of each indicator in measuring variable, the values of loading factors are $Y_{11}=0.466$; dan $Y_{12}=0.898$. Based on the result, it can be seen that 2 indicators in measuring customers' decision have the same level of importance. It means that customers' decision is perceived from both actual decision and purchase frequency.

TABLE 5. The result of classic assumption

Equation	Normality	Autocorrelation	Heteroskedastisitas	Linierity	Result
$X_1 - Y$	Probability value = 0.986	dU is 1.694 and 4-dU = 2.306	Value of Sig Korelasi = 0.422 > 0.05	Value of Sig model linier = 0.000 < 0.05	Accepted
$X_1X_2 - Y$	Probability value = 0.683	dU is 1.1.715 and 4-dU = 2.285	Value of Sig Korelasi = 0.056 and 0.696 > 0.05	Value of Sig model linier = 0.000 < 0.05 (X_1 ke Y ; X_2 ke Y)	Accepted

TABLE 6. The Result of OLS in the first equation

Independent Variable	Beta	t_{hitung}	Sig t
Green Marketing (X_1)	0.677	9.994	0.000
$R^2 = 0.458$			
$t_{tabel} = 1.981$			
Dependent Variable = Interest to Buy (X_2)			

From the result of OLS in the first equation, the research can draw on some conclusions:

1. The value of R^2 is 0.458 or 45.8%. It means that Interest to Buy (X_2) is influenced for 45.8% by Green Marketing (X_1), and the rest of 54.2% are influenced by other independent variables which are not discussed in the research.
2. The first equation is: $ZX_2 = 0.677 ZX_1 + e_1$

3. The table shows that the value of path coefficient (obtained from beta coefficient OLS) is 0.677, with the value of t_{hitung} for 9.994 and Sig t for 0.000. Since $t_{hitung} > t_{tabel}$ ($9.994 > 1.981$) and $Sig\ t < 0.05$ ($0.000 < 0.05$) it can be summed up that Green Marketing (X_1) has influence on interest to buy (X_2). All path coefficients have positive values (0.677) which indicate a positive correlation. The higher Green Marketing (X_1), the higher customers' interest to buy (X_2). For organic products at supermarkets in Manado.

TABLE 7. The Result of OLS in the second equation

Independent Variable	Beta	t_{hitung}	Sig t
Green Marketing (X_1)	0.121	1.419	0.158
Interest to Buy (X_2)	0.649	7.642	0.000
$R^2 = 0.542$			
$t_{tabel} = 1.981$			
Dependent Variable = Purchase decision (Y)			

From the result of OLS in the first equation, the research can draw on some conclusions:

1. The value of R^2 is 0.542 or 54.2%. It means that Buying decision (Y) is influenced for 54.2% by Green Marketing (X_1) and Buying Interest. and the rest of 45.8% are influenced by other independent variables which are not discussed in the research.
2. The second equation is: $ZY = 0.121 ZX_1 + 0.649 ZX_2 + e_2$
3. The table shows that the value of path coefficient (obtained from beta coefficient OLS) between Green Marketing (X_1) on Purchase decision (Y) is 0.121, with the value of t_{hitung} for 1.419 and Sig t for 0.158. Since $t_{hitung} < t_{tabel}$ ($1.419 < 1.981$) and $Sig\ t > 0.05$ ($0.158 > 0.05$) it can be summed up that Green Marketing (X_1) does not influence on purchase decision (Y) on organic products at supermarkets in Manado
4. The value of path coefficients (obtained from beta coefficient OLS) between buying interest (X_2) and purchase decision (Y) is 0.649 with the value of t_{hitung} for 7.642 and Sig t for 0.000. Since $t_{hitung} > t_{tabel}$ ($7.642 > 1.981$) and $Sig\ t < 0.05$ ($0.000 < 0.05$) it can be summed up that buying interest (X_2) has influence on Purchase decision (Y) on organic products at supermarkets in Manado. All path coefficients have positive values (0.649) which indicate a positive correlation. The higher buying interest (X_2), the higher buying decision (X_2) for organic products at supermarkets in Manado.

From two equations in path analysis, the researcher is able to describe the result of overall path analysis as in Figure 2.

The result of path analysis shows a significant and direct influence ($\beta=0.677$; $\rho= 0.000$) between Green Marketing (X_1) and Buying Interest (X_2). It also shows a significant and direct influence ($\beta=0.649$; $\rho= 0.000$) between Buying Interest (X_2) and Purchase Decision (Y). However, the result shows no significant and direct influence ($\beta=0.121$; $\rho= 0.158$) between Green Marketing (X_1) and Purchase Decision (Y). With buying interest as the intervening variable (indirect influence of Green marketing (X_1) and Buying Decision (Y), the result shows significant values ($\beta=0.677 \times \beta=0.649$) = 0.439.

The result shows that the value of path coefficient (obtained from beta coefficient OLS) is 0.677, with the value of t_{hitung} for 9.994 and Sig t for 0.000. Since $t_{hitung} > t_{tabel}$ ($9.994 > 1.981$) and $Sig\ t < 0.05$ ($0.000 < 0.05$) it can be summed up that Green Marketing (X_1) has influence on interest to buy (X_2). All path coefficients have positive values (0.677) which indicate a positive correlation. The higher Green Marketing (X_1), the higher customers' interest to buy (X_2) for organic products at supermarkets in Manado.

The result shows that direct influence between Green Marketing (X_1) on Purchase decision (Y) is 0.121, with the value of t_{hitung} for 1.419 and Sig t for 0.158. Since $t_{hitung} < t_{tabel}$ ($1.419 < 1.981$) and $Sig\ t > 0.05$ ($0.158 > 0.05$) it can be summed up that Green Marketing (X_1) does not influence on buying decision (Y) on organic products at supermarkets in Manado.

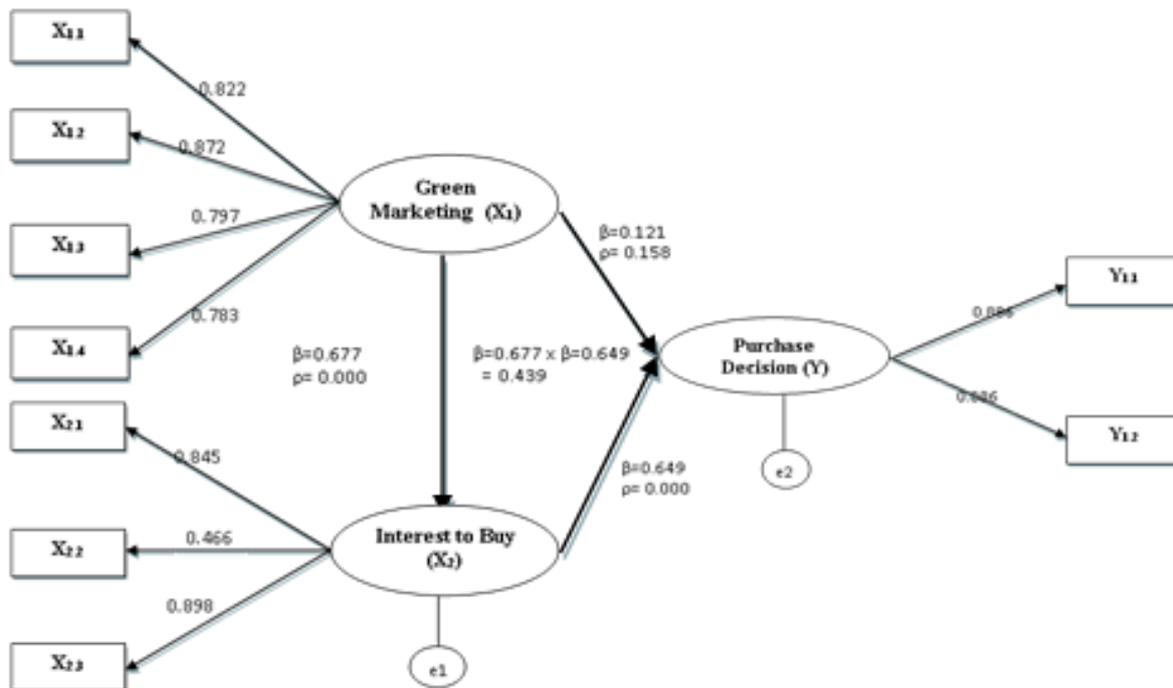


FIGURE 2. Frame result path analysis (including CFA result)

The result shows direct influence between buying interest (X_2) and Purchase decision (Y) is 0.649 with the value of t_{hitung} for 7.642 and Sig t for 0.000. Since $t_{hitung} > t_{tabel}$ ($7.642 > 1.981$) and Sig $t < 0.05$ ($0.000 < 0.05$) it can be summed up that buying interest (X_2) has influence on buying decision (Y) on organic products at supermarkets in Manado. All path coefficients have positive values (0.649) which indicate a positive correlation. The higher buying interest (X_2), the higher buying decision (X_2) for organic products at supermarkets in Manado.

The result shows direct influence antara Green Marketing (X_1) on Purchase Decision (Y) through Buying Interest (X_2). Path coefficient is obtained from the multiplication of direct influence of Green Marketing (X_1) on Buying Interest (X_2) for 0.677. The influence of Buying Interest (X_2) on Purchase Decision (Y) is 0.649, so path coefficient has direct influence for $0.677 \times 0.649 = 0.439$. Since two path coefficients have significant and direct influence, the indirect influence of those path coefficient is also significant. Since path coefficient is positive (0.439), it can be summed up that the higher Green Marketing (X_1), the higher is Purchase decision (Y), if buying interest (X_2) also increases.

The last test in path analysis is model validity. In path analysis, the indicator in model validity is total determination coefficients as follows:

$$R^2_{total} = 1 - Pe_1^2 - Pe_2^2$$

$$R^2_{total} = 1 - (1 - R_1^2) (1 - R_2^2)$$

$$R^2_{total} = 1 - (0.542) (0.458)$$

$$R^2_{total} = 1 - 0.248236$$

$$R^2_{total} = 0.7518 \text{ atau } 75.18 \%$$

where $R_1^2 = 0.458$, and $R_2^2 = 0.542$ respectively is the value of R square model in the first and second equations. Thus, the value of R^2_{total} is 0.7518 or 75.18%. From the causal relationship among variables in Path diagram, the total determination coefficient is 0.7518. It means that 75.18% information included in data can be explained by using path model. Thus, the path analysis is valid.

DISCUSSION

THE INFLUENCE OF GREEN MARKETING TOWARD INTEREST TO BUY

From the path analysis, it shows that green marketing has direct influence toward buying interest. From positive path coefficient, it shows the higher green marketing, the higher interest of Manado people to buy organic product. It means that the green marketing explains and gives contribution for consumer's interest. The empiric fact supports are stated by Tarkiainen and Sundqvist (2006). They state that price variable and availability or distribution tunnel influence the consumer interest to buy organic product. Haryadi states that green marketing with marketing mix variable is capable to give contribution for consumer who has desire or choose green product. Fotopoulos dan Krystalis (2002) and Magnusson, et al., (2001) strengthens that consumer desire is influenced by price variables, distribution, and promotion. Tregear, Dent & McGregor (1994) dan Zanolli & Naspetti (2002), state that there are several obstacles such as: price and the product availability. Thus, the researcher focuses on two aspects. The strong contribution gives description that Manado is influenced by green marketing that is confirmed by product, price, place, distribution, and promotion.

THE INFLUENCE OF GREEN MARKETING TOWARD PURCHASE DECISION

The result shows that direct influence of green marketing does not give significant result in Manado city. Thus the hypothesis and previous research that are done by Tarkiainen and Sundqvist (2006) for customer in Manado City have not been explained and it is based on analysis result. The green product is different from the convenient and conventional product. In convenient and conventional product, price, place, and promotion give direct influence for buyer to purchase. Organic product is an unique product thus it requires special knowledge and requirements for buyer to decide in buying an organic product. Green marketing is not the only aspect that should be considered. There are still other factors that are capable in forming the understanding the organic product such as interest factor.

THE INFLUENCE OF INTEREST TO BUY TOWARD PURCHASE DECISION

The result shows that purchase interest gives direct influence toward purchase decision. The positive path coefficient shows the higher purchase decision will cause the higher interest of people to buy organic product. The purchase decision is confirmed by attitude, subjective norm, and behavior control that are capable in explaining and contributing toward the consumer behavior in buying organic product in Manado. This result is supported by Tarkiainen and Sundqvist (2006) by modifying the theory of plan behavior that shows the significant result in behavior and behavior control. Though, the subjective norm is not strong enough in forming the purchase decision. The same support is from Magistris and Gracia (2008) and Kalafatis (1999) where the interest variable gives direct impact toward the buying decision. From the previous result, it is confirmed that the organic product is different from the conventional product even from the market segment. From theoretical and empiric data it can be concluded that interest is indicated by behavior, subjective norm, and behavior control are the factors that shape decision of purchasing or organic product in Manado.

THE INFLUENCE OF GREEN MARKETING TOWARD THE PURCHASE DECISION THROUGH INTEREST TO BUY

The discussion result shows that green marketing does not give direct influence toward the buying decision. However green marketing influences toward the decision of buying interest. With positive path coefficient shows the higher green marketing aspects such as: product, price,

place, promotion and buying interest aspect such as: behavior, subjective norms, and behavior control toward the buying decision.

This means that buying interest is intervening between green marketing and decision to buy organic product in Manado. This result research is supported by Tarkiainen and Sundqvist (2006) who prove that green marketing that is indicated by price and place or availability does not give direct influence toward the customers' decision to buy the products as the intervening variable. Fotopoulos and Krystalis (2002) and Marija Radman (2005), Tsakiridou et al.,(2007), Tregear, Dent and McGregor (1994), Zanolli and Naspetti (2002) conclude that variables in this buying decision influence the green marketing and buying decision. This research also recommends other supportive variables such as: environment and health are the main factors that make customer buy the green product. Magnusson, et al., (2001), Hasrini (2008), dan Junaedi (2003) also adds other variables such as: demography, media access, and green marketing as the main variable. The reason why the green marketing becomes the main variable because the characteristic of green product is different from the convenient and conventional product (Lanasier (2002); Elkington, et al. (1990) in Moisander (1996).

The result of the research and empiric proof can be concluded that buyer interest that is formed by behavior, subjective norm, and behavior control are the variables that are capable in mediating green marketing that is shaped from product, price, place and promotion with the decision to buy the organic product. It means that the higher value that is given by the product, the higher decision to buy the organic product that is explained by green marketing toward the customer in Manado.

RESEARCH IMPLICATION

The line analysis model is used in this research. This line analysis model places the green marketing, buyer interest and the purchase decision as causal effect result that shows the concept and empiric proof for applying this analysis. This is proved by Ajzen (1988); Schiffman and Kanuk (2007) and Kalafatis (1999) Tarkiainen dan Sundqvist (2006); and Haryadi (2009).

This research result is a reference for a company owner or the next researcher in doing the green marketing, purchase interest and purchase decision that is related with subject and object or explanatory with influence combination. This influence combination is as the development to improve the knowledge theoretically and practically.

The sample that is used in this research is a respondent who buys directly and consumes organic product in supermarket in Manado city. So, the basic perception about organic product by consumer that has not bought or consumed has not been revealed yet, and the social and culture consideration is different in each region and it does not guarantee that the perception will be same. The amount of item product that is still observed is less, thus the result has not generalized the organic product fully. Though, it is capable to explain direct and indirect influence between variable, the path analysis has not explained clearly. For the next research, the researcher recommends to use structural equation modelling (SEM).

CONCLUSIONS

From the analysis and discussion, the research that is entitled Green Marketing's Influence on the Purchase decision to Buy Organic Product with the Interest to Buy as Intervening Variable in Manado Indonesia, can be concluded as followed:

Green Marketing has a significant influence toward the interest buyer or customer to consume organic product. It means that the higher green marketing value, the higher interest of people to buy organic product in Manado.

Green Marketing does not give significant value toward the decision to buy organic product for customer or buyer. This means that the green marketing value is not a measurement for customer or buyer to decide the organic product in Manado.

The buying interest has a significant influence toward the organic product purchase for consumer to buy the organic product in Manado. The higher interest of buying the product, the higher decision to buy the product.

The buying interest that is placed as an intervening gives significant influence between Green Marketing with the decision to buy organic product in Manado. It means that the higher value and interest of the green product in Manado, the higher decision to buy the organic product in Manado.

REFERENCES

- Ajzen, I. 1988. *Attitude, Personality, and Behavior*. Dorsey, Chicago, I.L.
- Anonim. Makan sehat sambil berevolusi. *Kompas*, 5 Mei 2007.
- Ardianti, N.T., 2008, Analisis perilaku konsumen kota bogor terhadap produk kosmetik hijau MB-IPB- Bogor
- Charter, M. 1992. *Greener Marketing: A Responsible Approach to Business*, Greenleaf, Sheffield.
- Chen, M.F. 2009. Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes and the mediating effects of a healthy lifestyle, *British Food Journal*, Vol.111 No. 2, pp.165-78.
- Engel, J.F., Blackwell, R.D, and Miniard, P.W., 1994. *Perilaku Konsumen*. Terjemahan F.X. Budiyo, Penerbit Binarupa Aksara, Jakarta.
- Ferdinand, A. 2006. *Metode Penelitian Manajemen: Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro, Semarang.
- Fotopoulos, C. and Krystallis, A. 2002b. Purchasing motives and profile of the Greek organic consumer: a countrywide survey, *British Food Journal*, Vol. 104 No. 3/5, pp. 232-60.
- 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.
- Junaedi, S.M.F. 2005. Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan, *Benefit Jurnal Manajemen dan Bisnis*, Vol. 9, No. 2, hal. 189-201.
- Kalafatis, S., Pollard, M., East, R. and Tsogas, M.H. 1999. Green marketing and Ajzen's theory of planned behaviour: a cross-market examination, *Journal of Consumer Marketing*, Vol. 16 No. 5, pp. 441-60.
- Kasali, Rhenald. 2005. *Sembilan Fenomena Bisnis*, Manajemen Student Society MSS, FEUI official Site
- Kotler, P. dan Keller, K.L.,2007, *Manajemen Pemasaran*, Cet 2, Edisi 12, Jilid 1, Alih bahasa: Benyamin Molan. Penerbit PT INDEKS
- Kotler, P. 2000. *Manajemen Pemasaran*. Jilid 1,Edisi Millenium, Alih Bahasa: Hendra Teguh, Rony A. Rusly & Drs.Benyamin Molan, Penerbit, Prentice Hall & Pearson Education Asia, Jakarta.
- Lanasier, E.V. 2002, *Perilaku Konsumen Hijau Indonesia: Tinjauan Sudut Demografi dan Psikografi*, Media Riset Bisnis dan Manajemen, Volume 2, Nomor 2, PP.89-11, Jakarta
- Laroche, M., J. Bergeron, G. Barbaro-Forleo, 2001, Targeting consumers who are willing to pay more for environmentally friendly products, *Journal of Consumer Marketing*, 18, 6, 503-520.
- Lozada, H.R. 2000. *Ecological Sustainability and Marketing Strategy : Review and Implication*. Seton Hall University
- Ma'ruf, H. 2005. *Pemasaran Ritel*. Penerbit PT. Gramedia Pustaka Utama. Jakarta.
- Magistris, T., and Gracia, A. 2008. The Decision to Buy Organic Food Products in Southern Italy. *British Food Journal*, Vol.110, No.9, pp929-947.

- Magnusson, et al., 2001, Attitudes towards organic foods among Swedish consumers, *British Food Journal*, Vol. 103 No. 3, pp. 209-26.
- Nanere, M. 2010, What Green Marketing Has to Offer, International Conference Indonesian Management Scientist Ass (AIMI). La Trobe University, Bendigo, Australia.
- Nugrahadi, E.W. 2002. Pertanian Organik Sebagai Alternatif teknologi Dalam Upaya Menghasilkan Produk Hijau, www.google.com
- Ottman, J.A., et al., 2006. Green Marketing Myopia : Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment* Volume 48, Number 5 pp 22-36 Heldref Publications, 2006.
- Payne, A. 2000. The Essence of Services Marketing. Terj. Fandy Tjiptono, Penerbit Andi, Yogyakarta.
- Polonsky, M.J, Rosenberger, P.J and Ottman, J, 1998, Developing Green Products: Learning From Stakeholder, *Asia Pacific Journal of Marketing and Logistics*, 10 (1), 22-43.
- Pujari, D. and Wright, G. 1995, "Strategic product planning and ecological imperatives towards a taxonomy of strategic, structure and process: a multi-case study of companies in the UK and Germany", MEG Conference, June, University of Bradford, pp. 675-84.
- Radman, M. 2005. Consumer Consumption and Perception of organic food Product in Croatia, *British Food Journal*. Vol.107 No.4
- Riduwan, dan Kuncoro. 2007. Analisis Jalur Path Analysis: Cara Menggunakan dan Memakai. Cetakan Kedua, Penerbit, Alfabeta.
- Santoso, S. 2000. SPSS Mengolah Data Statistis Secara Profesional. Cetakan Kedua. Elex Media Computindo, Jakarta.
- Sari, H., 2008., Pemasaran Produk Hijau: Profil Pelanggan Berdasarkan Usia, Gender, Pendidikan dan Pengalaman Membeli, MBA-ITB Volume. 3 No. 4
- Sarwono, J. 2007. Analisis Jalur Untuk Riset Bisnis Dengan SPSS. Penerbit Andi, Yogyakarta.
- Schiffman, L.G and Kanuk, L.L.,2007. Perilaku Konsumen, Edisi 7, Alih bahasa, Zoelkifli Kasip, Penyunting Bahasa, Rita Maharani, Penerbit PT Indeks, Jakarta.
- Sekaran, U., 2006, Research Methods for Business, Buku 1, Edisi 4, Penerjemah Kwan Men Yon, Penerbit Salemba Empat.
- Sistya 2002, Profil Konsumen Yang Bersedia Membayar Lebih Banyak Untuk Produk Ramah Lingkungan, Tesis, Program Studi Magister Manajemen Fakultas Ekonomi Universitas Indonesia.
- Solomon 2007, Consumer behavior, 7th ed., Pearson Education.
- Solomon, M.R., 2002. Consumer Behavior: Buying, Having, and Being. New Jersey, Prentice Hall.
- Stanton, W.J. 1991. Fundamental of Marketing. McGraw-Hill Book Company, New York.
- Tarkiainen, A. and Sundqvist, S. 2005, Subjective Norms, Attitudes And Intentions Of Finnish Consumers In Buying Organic Food, *British Food Journal*, Vol. 107 Nos 10-11, pp. 808-22.
- Tregear, A., Dent, J.B. and McGregor, M.J. 1994, The demand for organically grown produce, *British Food Journal*, Vol. 96 No. 4, pp. 21-5.
- Tsakiridou E., Konstantinos M.,Tzimitrakalogianni I., 2006. The influence of consumer characteristics and attitudes on the demand for organic olive oil. *J Int Food Agrib Market* 183/4, 23-31
- Zanoli, R. and Naspetti, S. 2002, Consumer motivations in the purchase of organic food, *British Food Journal*, Vol. 104 No. 8, pp. 643-53.