

DAFTAR PUSTAKA

- (2014, 7 Juli). Perkembangan Komponen Otomotif Di Indonesia [online]. Tersedia :http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/1381421058063.pdf [14 Oktober 2017]
- (2014, 21 Februari). Analisa dampak pelaksanaan LCGC terhadap penerimaan Negara [online]. Tersedia : http://www.dpr.go.id/doksetjen/dokumen/apbn_Analisis_dampak_pelaksanaan_LCGC_thd_penerimaan_negara20140602100433.pdf [14 Oktober 2017]
- (2013, 10 Juli). Penegertian Pemanasan Global (*Global Warming*) [online]. Tersedia <http://pengertianahli.id/2013/10/pengertian-pemanasan-global-global-warming.html> [14 Oktober 2017]
- (2016, 18 Juli). Akibat Pemanasan Global bagi Kehidupan Di Bumi [online]. Tersedia : <https://ilmugeografi.com/fenomena-alam/akibat-pemanasan-global> [14 Oktober 2017]
- (2013, 18 Desember). Pengaruh Pertumbuhan Industri dan Solusi Energi terbarukan dalam Mengatasi Perubahan Iklim [online]. Tersedia : lingkarlsm.com/pengaruh-pertumbuhan-industri-dan-solusi-energi-terbarukan-dalam-mengatasi-perubahan-iklim/ [15 Oktober 2017]
- (2015, 24 Juni). Pengaruh Pertumbuhan Industri dan Solusi Energi terbarukan dalam Mengatasi Perubahan Iklim [online]. Tersedia : https://www.kompasiana.com/fajrisatriahidayat/pengaruh-pertumbuhan-industri-dan-solusi-energi-terbarukan-dalam-mengatasi-perubahan-iklim_552fd2506ea834d1408b463a 15 Oktober 2017]
- (2017, 12 Juli). Industri Manufaktur Otomotif Indonesia [online]. Tersedia : <https://www.indonesia-investments.com/id/bisnis/industri-sektor/otomotif/item6047> [15 Oktober 2017]
- (2017, 31 Mei). Penjualan Mobil Kuartal 1 2017 [online]. Tersedia : <https://otomotifnet.gridoto.com/read/02191314/penjualan-mobil-kuartal-1->

2017-segmen-lcgc-masih-paling-ngegasss?page=all#!%2F

[15 Oktober 2017]

- Ashrafi, M. (2014). Green marketing in hospitality industry. *Journal of Applied Environmental and Biological Sciences*, 4(4), 42–46.
- Basuki, A. T., dan Prawoto, N. (2016). *Analisis Regresi Dalam Penelitian Ekonomi dan Bisnis* (Cetakan ke 1). Jakarta: PT. Rajagrafindo Persada.
- Benoit-Moreau, F. and Parguel, B. (2011), “Building brand equity with environmental communication: An empirical investigation in France”, *EuroMed Journal of Business*, Vol.6, pp.100-116.
- Buckley, R., 2002. Tourism ecolabels. *Ann. Tour. Res.* 29, 183e208. [http://dx.doi.org/10.1016/S0160-7383\(01\)00035-4](http://dx.doi.org/10.1016/S0160-7383(01)00035-4).
- Cox MJ (2008). Sustainable Communication: A Study of Green Advertising and Audience Reception within the growing arena of Corporate Social Responsibility. Case Study: British Petroleum Earth & Environment more compatible with green advertising since the association between individual empowerment and purchasing the product is easy to make, University of Leeds, Leeds.
- Dahlstrom, (2011), “Green Marketing Management” . South-Western CENGAGE Learning. Mason USA.
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariat dengan Program SPSS*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang : Badan Penerbit Universitas Diponegoro
- Grankvist, G., Dahlstrand, U., & Biel, A. (2004). The impact of environmental labeling on consumer preference: Negative versus positive labels. *Journal of Consumer Policy*, 27, 213-230.

- Indrawati. (2015, Februari). *Metode Penelitian Manajemen dan Bisnis. Konvergensi Teknologi Komunikasi dan Informasi*. Bandung, Indonesia.
- Kotler P, Armstrong G. Principles of Marketing. 13th ed. Prentice Hall; 2010.
- Kotler, Philip dan Armstrong, Gary.(2012). Principles of Marketing. New Jersey: Prentice Hall.
- Kotler, Philip dan Kevin Lane Keller. 2009. Manajemen Pemasaran. Edisi Keduabelas. Jilid 1. Cetakan Keempat. PT. Indeks. Jakarta
- Kotler, Philip, Kevin Lane Keller. (2012). Manajemen Pemasaran, Edisi 13, Jakarta : Erlangga.
- Lefébure, A. and Rosales Muñoz, R. (2011), “Communicating to consumers in Sweden with eco-labels: is the message getting through?”, pp. 15-18, available at:www.diva-portal.org/smash/get/diva2:430238/FULLTEXT02.pdf (accessed 30 September 2016).
- Leonidou, L.C., Leonidou, C.N., Palihawadana, D. and Hultman, M. (2011), “Evaluating the green advertising practices of international firms: A trend analysis”, *International Marketing Review*, Vol.28, pp.6-33.
- Orsato, R., 2009. *Sustainable Strategies:When Does It Pay To Be Green?* Palgrave Macmillan, Basingstoke, Hampshire, UK.
- Peter, Paul, J., Olson Jerry C. (2013). *Perilaku Konsumen dan Strategi Pemasaran*, Edisi 9.Jakarta : Salemba Empat.
- Pride, W. M., & Ferrell, O. C. (2008). *Marketing* (14th ed.). New York, NY: Houghton Mifflin.
- Rahbar E, Abdul Wahid N. Investigation of green marketing tools effect on consumers purchase behavior. *Bus Strateg Series*. 2011;12(2):73–83.
- Sammer K, Wu`stenhagen R. The influence of ecolabeling on consumer behavior – results of a discrete choice analysis for washing machines. *Bus Strateg Environ*. 2006;15(3):185–199.
- Sangadji, Etta M. dan Sopiah. (2013). *Perilaku Konsumen. Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Yogyakarta: Andi.

- Sarwono, J. (2013). Statistik Multivariat Aplikasi untuk Riset Skripsi. Yogyakarta: C.V Andi Offset.
- Stokes, Staci Ann. 2011. Deception In Environmental Advertising: Consumers'' Reactions To Greenwashing. Thesis Kansas State University.
- Sugiyono. (2010). Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta
- Sugiyono. (2011). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- Sunyoto, Danang. (2013). PERILAKU KONSUMEN (Panduan Riset Sederhana untuk Mengenali Konsumen). Yogyakarta: Center of Academic Publishing Service

