

## DAFTAR PUSTAKA

- Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & van Huylenbroeck, G. (2011). The influence of subjective and objective knowledge on attitude, motivations and consumption of organic food. *British Food Journal*, *113*(11), 1353–1378. <https://doi.org/10.1108/00070701111179988>
- Ajzen, I. (1985). From Intentions to Actions-TPB.1985.pdf. *Action Control: From Cognition to Behavior*, 11–39.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*, 179–211.
- Alba, J. W., & Hutchinson, J. W. (2000). Knowledge calibration: What consumers know and what they think they know. *Journal of Consumer Research*, *27*(2), 123–156. <https://doi.org/10.1086/314317>
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähtenmäki, L., & Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, *50*(2–3), 443–454. <https://doi.org/10.1016/j.appet.2007.09.010>
- Bansal, H. S., & Taylor, S. F. (2002). Investigating interactive effects in the theory of planned behavior in a service-provider switching context. *Psychology and Marketing*, *19*(5), 407–425. <https://doi.org/10.1002/mar.10017>
- Bauer, H. H., Heinrich, D., & Schäfer, D. B. (2013). The effects of organic labels on global, local, and private brands. More hype than substance? *Journal of Business Research*, *66*(8), 1035–1043. <https://doi.org/10.1016/j.jbusres.2011.12.028>

- Becker, M. H. (The U. of M., Haefner, D. P. (The U. of M., Maiman, L. A. (The J. H. U., Kirscht, J. P. (The U. of M., & Drachman, R. H. (The J. H. U. (1977). The Health Belief Model and Prediction of Dietary Compliance: A Field Experiment. *Journal of Health and Social Behavior*, 18, 348–366.
- Bredahl, L. (2001). Determinants of consumer attitudes and purchase intentions with regard to genetically modified foods – results of a cross-national survey. *Journal of Consumer Policy*, 24, 23–61.
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, 12(1), 1. <https://doi.org/10.1086/209031>
- Cengiz, E., & Kirkbir, F. (2007). Customer perceived value: The development of a multiple item scale in hospitals. *Problems and Perspectives in Management*, 5(3), 252–268.
- Chae, J., & Quick, B. L. (2015). *An examination of the relationship between health information use and health orientation in Korean Mothers : Focusing on the Type of Health Information*. 275–284. <https://doi.org/10.1080/10810730.2014.925016>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chatzisarantis, N. L. D., Hagger, M., & Smith, B. (2007). *Influences of perceived autonomy support on physical activity within the theory of planned behavior* *Influences of perceived autonomy support on physical activity*. September. <https://doi.org/10.1002/ejsp.407>

- Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008–1021.  
<https://doi.org/10.1016/j.foodqual.2007.04.004>
- Dunlap, R. E., & Jones, R. E. (2002). Environmental concern: conceptual and measurement issues. *Handbook of Environmental Sociology, August*, 482–524.
- Flynn, L. R., & Goldsmith, R. E. (1999). A short, reliable measure of subjective knowledge. *Journal of Business Research*, 46(1), 57–66.  
[https://doi.org/10.1016/S0148-2963\(98\)00057-5](https://doi.org/10.1016/S0148-2963(98)00057-5)
- Fransson, N., & Gärling, T. (1999). Environmental concern: conceptual definitions, measurement methods, and research findings. *Journal of Environmental Psychology*, 19(4), 369–382. <https://doi.org/10.1006/jevp.1999.0141>
- Gerstell, E., Marchessou, S., Schimdt, J., & Spagnuolo, E. (2020, May 5). *How COVID-19 Is Changing The World of Beauty*. McKinsey & Company.  
<https://www.mckinsey.de/industries/consumer-packaged-goods/our-insights/how-covid-19-is-changing-the-world-of-beauty>
- Ghazali, E., Soon, P. C., Mutum, D. S., & Nguyen, B. (2017). Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39(March), 154–163.  
<https://doi.org/10.1016/j.jretconser.2017.08.002>
- GlobalData.com. (2021, May 14). *International beauty and personal care brands likely to drive cosmetics and toiletries growth in Indonesia. October 23, 2020.*  
[https:// www.globaldata.com/international-beauty-personal-care-brands-likely-drive-cosmetics-toiletries-growth-indonesia-says-globaldata/](https://www.globaldata.com/international-beauty-personal-care-brands-likely-drive-cosmetics-toiletries-growth-indonesia-says-globaldata/)

- Grand View Research. (2018). *Organik Perawatan diri organik Market Analysis, 2014 - 2025*. <https://www.grandviewresearch.com/compass>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*. SAGE Publication Ltd. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Helm, R., & Mark, A. (2012). Analysis and evaluation of moderator effects in regression models: State of art, alternatives and empirical example. *Review of Managerial Science*, 6(4), 307–332. <https://doi.org/10.1007/s11846-010-0057-y>
- Hoque, M. Z., Nurul Alam, M., & Nahid, K. A. (2018). Health consciousness and its effect on perceived knowledge, and belief in the purchase intent of liquid milk: Consumer insights from an emerging market. *Foods*, 7(9). <https://doi.org/10.3390/foods7090150>
- Hunt, D. P. (2003). The concept of knowledge and how to measure it. *Journal of Intellectual Capital*, 4(1), 100–113. <https://doi.org/10.1108/14691930310455414>
- Hwa, C. J., Chuah, F., & Ting, H. (2017). *PLS-SEM using SmartPLS 3.0: Chapter 12: Assessment of Mediation Analysis*. <https://www.researchgate.net/publication/341250748>
- Jayanti, R. K., & Burns, A. C. (1998). *The Antecedents of Preventive Health Care Behavior : An Empirical Study* *Journal of the Academy of Marketing Science*. 26(1), 6–15.
- Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>

- Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885–893. <https://doi.org/10.1016/j.jbusres.2007.09.016>
- Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40–47. <https://doi.org/10.1108/07363761111101930>
- Kim, Y. H. (2019). Organic shoppers' involvement in organic foods: self and identity. *British Food Journal*, 121(1), 139–156. <https://doi.org/10.1108/BFJ-03-2018-0202>
- la Barbera, F., & Ajzen, I. (2021). Moderating role of perceived behavioral control in the theory of planned behavior: A preregistered study. *Journal of Theoretical Social Psychology*, 5(1), 35–45. <https://doi.org/10.1002/jts5.83>
- Lea, E., & Worsley, T. (2005). Australians' organic food beliefs, demographics and values. *British Food Journal*, 107(11), 855–869. <https://doi.org/10.1108/00070700510629797>
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 223–229. <https://doi.org/10.1016/j.apmr.2017.07.007>
- Lin, H. F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, 6(4), 433–442. <https://doi.org/10.1016/j.elerap.2007.02.002>
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A Comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, 18(1), 3–9. <https://doi.org/10.1177/0146167292181001>

- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.). Pearson Education, Inc. <https://doi.org/10.2307/3151953>
- Marks, L. J., & Olson, J. C. (1981). Toward a Cognitive Structure Conceptualization of Product Familiarity. *Advances in Consumer Research*, 8, 145–150.
- 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. <https://doi.org/10.1111/j.1470-6431.2007.00619.x>
- Newsom, J. T., McFarland, B. H., Kaplan, M. S., Huguet, N., & Zani, B. (2005). The health consciousness myth: Implications of the near independence of major health behaviors in the North American population. *Social Science and Medicine*, 60(2), 433–437. <https://doi.org/10.1016/j.socscimed.2004.05.015>
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*. M. E. Sharpe
- Organic Trade Association. (2020, June 9). *COVID-19 Will Organic Industry in 2020 After Banner Year in 2019*. <https://ota.com/news/press-releases/21328>
- Park, C. W. (University of P., Feick, L. (University of P., & Mothersbaugh, D. L. (University of P. (1992). Consumer Knowledge Assessment: How Product Experience and Knowledge of Brands, Attributes, and Features Affects What We Think We Know. *Advances in Consumer Research*, 19, 193–198.
- Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422. <https://doi.org/10.1108/07363761211259223>

- Pieniak, Z., Aertsens, J., & Verbeke, W. (2010). Subjective and objective knowledge as determinants of organic vegetables consumption. *Food Quality and Preference*, 21(6), 581–588. <https://doi.org/10.1016/j.foodqual.2010.03.004>
- Pieniak, Z., Verbeke, W., Scholderer, J., Brunsø, K., & Olsen, S. O. (2008). Impact of consumers' health beliefs, health involvement and risk perception on fish consumption: A study in five European countries. *British Food Journal*, 110(9), 898–915. <https://doi.org/10.1108/00070700810900602>
- Quality Assurance International (2012). *White paper organic personal care and cosmetics* (NH Publication No.LQA-156-0917). Quality Assurance International (QAI). [www.qai-inc.com](http://www.qai-inc.com)
- Quality Assurance International. (2018). *NSF/ANSI 305: Organic Certification for Personal Care Products* (NH Publication No. LQA-174-1217). Quality Assurance International (QAI). [www.qai-inc.com](http://www.qai-inc.com)
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26(4), 332–344. <https://doi.org/10.1016/j.ijresmar.2009.08.001>
- ReportsAndData. (2020). *Global Organic Personal Care Market*. [www.reportsanddata.com](http://www.reportsanddata.com)
- ResearchAndMarkets.com. (2021, May 12). *Global Organic Poultry Market Report 2021*. businesswire.<https://www.businesswire.com/>
- Ridder, M. (2020, November 23). *Global Organic Personal Care Market Size 2018 - 2025*. statista. <https://www.statista.com/statistics/943705/organic-personal-care-market-value-worldwide/>

- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–822. <https://doi.org/10.1108/00070700510629760>
- Teng, H. J., Ni, J. J., & Chen, H. H. (2018). Relationship between e-servicescape and purchase intention among heavy and light internet users. *Internet Research*, 28(2), 333–350. <https://doi.org/10.1108/IntR-10-2016-0303>
- Tudoran, A., Olsen, S. O., & Dopico, D. C. (2009). The effect of health benefit information on consumers health value, attitudes and intentions. *Appetite*, 52(3), 568–579. <https://doi.org/10.1016/j.appet.2009.01.009>
- USDA. (2008). *DEPARTMENT OF AGRICULTURE Agricultural Marketing Service*. 12, 1–5.
- Van Loo, E. J., Diem, M. N. H., Pieniak, Z., & Verbeke, W. (2013). Consumer attitudes, knowledge, and consumption of organic yogurt. *Journal of Dairy Science*, 96(4), 2118–2129. <https://doi.org/10.3168/jds.2012-6262>
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude - Behavioral intention” gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. <https://doi.org/10.1007/s10806-005-5485-3>
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in Tanzania and Kenya and the moderating role of knowledge. *Sustainability (Switzerland)*, 11(1). <https://doi.org/10.3390/su11010209>
- Weissenberger, J. (2015). *Organic Production and The European Union*. European Parliamentary Research Service. <https://doi.org/10.2861/488634>



- Wolch, J. R., Byrne, J., & Newell, J. P. (2014). Urban green space, public health, and environmental justice: The challenge of making cities “just green enough.” *Landscape and Urban Planning*, *125*, 234–244. <https://doi.org/10.1016/j.landurbplan.2014.01.017>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, *25*(2), 139–153. <https://doi.org/10.1007/BF02894350>
- Xu, X., Wang, S., & Yu, Y. (2020). Consumer’s intention to purchase green furniture: Do health consciousness and environmental awareness matter? In *Science of the Total Environment* (Vol. 704). Elsevier B.V. <https://doi.org/10.1016/j.scitotenv.2019.135275>
- Yang, M., Dijst, M., Faber, J., & Helbich, M. (2020). Using structural equation modeling to examine pathways between perceived residential green space and mental health among internal migrants in China. *Environmental Research*, *183*, 109121. <https://doi.org/10.1016/j.envres.2020.109121>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zelezny, L. C., & Schultz, P. W. (2000). *Promoting Environmentalism*. *56*(3), 365–371.
- Zhang, L., Kwan, M. P., Chen, F., Lin, R., & Zhou, S. (2018). Impacts of individual daily greenspace exposure on health based on individual activity space and structural equation modeling. *International Journal of Environmental Research and Public Health*, *15*(10). <https://doi.org/10.3390/ijerph15102323>