

DAFTAR PUSTAKA

- Aaker, David A.** 2006. *Strategic Market Management, 8th Edition*. New York: John Wiley & Sons, Inc.
- Ali Hasan.** 2009. *Marketing*. Jakarta: PT. Buku Kita
- Aseem Prakash.** 2002. *Green Marketing, Public Policy and Managerial Strategies. Busines Strategy and The Environment* 11, 285-297
- Association of British Tour Operators.** 2008. *Surveys find conflicting attitudes by the traveling public to climate change and the environment.*
- Bradley, N.** 2007. *The Green Marketing Mix* . Industrial Marketing Research Association News December pp.8-9
- Buchari Alma.** 2008. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- Byrne, Michael.** 2003. *Understanding Consumer Preferences Across Environmental Marketing Mix Variations*. OIKOS University of Newcastle
- Chen, Yu-Shan.** 2009. "The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust". *Journal of Bussiness Ethics*, DOI 10.1007/s10551-009-0223-9.
- Cooper, Donal R. and Pamela S. Schindler.** 2008. *Business Research Methods, 9th Edition*. Chicago: Richard D. Irwan Inc.
- Dalton, G.J., Lockington, D.A., baldock, T.E.** 2008. *A survey of tourist attitudes to renewable energy surpply in Australian hotel accommodation. Renewable Energy* 33 (10), 2174-2185.
- Fandi, Tjiptono.** 2007. *Manajemen Pemasaran Jasa*. Solo: Andi
- Follows, Scott B. & David Jobber,** (2000), "Environmentally responsible purchase behaviour: a test of a consumer model," *European Journal of Marketing*, Vol. 34, No. 5/6, pp.723-746.

- Grant, J.** 2007. *The Green Marketing Manifesto*. Cornwall: TJ International Ltd.
- Hermawan, Kertajaya.** 2009. *In Service*. Bandung: Mizan Pustaka.
- Heesup Han, Li-Tzang Hsu, Jin-Soo Lee.** 2009. *Empirical Investigation of the Roles of Attitudes Toward Green Behaviors, Overall Image, Gender, and Age in Hotel Customers' Eco-Friendly Decision-Making Process*. International Journal of Hospitality Management.
- Husein, Umar.** 2008. *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Rajagrafindo Persada.
- Ismail Solihin.** 2009. *Corporate Social Responsibility From Charity to Sustainability*. Jakarta: Salemba Empat
- Jacquelyn, A. Ottman.** 1994. *Green Marketing: Challenges and Opportunities for the New Marketing Age*. NTC Publishing Group, Lincolwood.
- Jacquelyn, A. Ottman.** 1998. *Green Marketing Opportunity for Innovation (Second Edition)*. Former Administrator, U.S. Environmental Protection Agency
- Jacquelyn, A. Ottman & R. Hartman. C.L.** 2006 *Green Marketing Myopia : Ways to Improve Consumer Appeal for Environmentally Preferable Products*. Environment Volume 48, Number 5 pp 22-36 Heldref Publications, 2006
- Jiuan, T.S., Jochen Wirtz, Kwon Jung & Kau Ah Keng** (2001), "Singaporeans' Attitudes towards work, pecuniary adherence, materialism, feminism, environmental consciousness, and media credibility", *Singapore Management Review*, 23, 1, pp. 59-86.
- Junaedi, Shellyana.** 2006. "Pengembangan Model Perilaku Konsumen Berwawasan Lingkungan di Indonesia: Studi Perbandingan Kota Metropolitan dan Non Metropolitan," *Jurnal Ekonomi & Bisnis Indonesia*, Vol 21 No.4, Oktober, hal 399-419.

- Junaedi, M.F.S.** 2005. Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau : Studi Perilaku Konsumen Berwawasan Lingkungan. *Benefit*, Vol. 9, No. 2, Desember, pp : 189-201.
- Laroche, Michel, Jasmin Bergeron, & Guido Barbaro-Forleo.** 2001. "Targeting Consumers Who are Willing to Pay More for Environmentally Friendly Products," *Journal of Consumer Marketing*, Vol. 18, No. 6, pp. 503-520.
- Ling-ye, Li.** 1997. *Effect of collectivist orientation and ecological attitude on actual environment does what they now affect how they feel?*. *Marketing*, Vol. 15, No. 1, Spring, pp 45-54
- Lozada, H.R.** 2000. *Ecological Sustainability and Marketing Strategy : Review and Implication*. Seton Hall University
- Morisson, Alstair.** 2006. *Hospitality and Travel Marketing*. Thomson Learning. Columbia.
- Munoz, C., Rovera, M.** 2002. *Tourist's willingness to pay for green certification of hotels in Mexico*.
- Kotler, Hermawan Kertajaya, dan Iwan Setiawan.** 2010. *Marketing 3.0*. Erlangga: Jakarta.
- Kotler & Kevin Lane Keller.** 2007. *Marketing Management 12th Edition*. New Jersey: Prentice Hall
- _____. 2009. *Marketing Management 13th edition*. New Jersey: Prentice Hall.
- Peattie, Ken and Crane, Andrew.** (2005). "Green Marketing: Legend, Myth, Farce or Prophecy?". *Qualitative Market Research: An International Journal*, Vol. 8 No. 4, pp. 357-370.
- Polonsky, M. J.** 1994. *An Introduction To Green Marketing*. *Electronic Green Journal*, 1(2) Article 3
- Prakash, A.** 2002. *Green Marketing, Public Policy And Managerial Strategies*.

Business Strategy and the Environment 11, 285-297

Sekaran, U. 2010. 5th ed. *Research Method for Business: A Skill Building Approach*. United Kingdom.

Sekaran, U. 2003. *Research Methods for Business, 4th Ed.* John, Wiley & Sons Inc, New York.

Sigmund A. Wagner. 2003. *Understanding Green Consumer Behaviour*. London and New York.

Sugiyono, 2010. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta

_____, 2008. *Metode Penelitian Bisnis*. Bandung: Alfabeta

Suharsimi Arikunto. 2008. *Prosedur Penelitian Bisnis*. Bandung: Alfabeta.

Sutisna. 2003. *Perilaku Konsumen & Perilaku Pemasaran*. Bandung: Rosda Karya.

Terence, Shimp. 2003. *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran (Jilid 1 Edisi ke Lima)*. Alih bahasa: Revyany Sahrial. Jakarta: Erlangga

Ulber Silalahi. 2009. *Metode Penelitian Sosial*. Bandung: PT. Refika Aditama

Uma Sekaran. 2008. *Metodologi Penelitian untuk Bisnis*, Edisi 4. Yogyakarta: Salemba.

Vanessa, Gaffar. 2007. *CRM dan MPR Hotel*. Bandung: Alfabeta.

Yusuf, Wibisono. 2007. *Membedah Konsep & Aplikasi CSR*. Gresik: Fascho Publishing

Website:

www.sciencedirect.com

www.emerald-insight.com

www.shangri-la.com

www.kompas.com

www.bps.or.id , diakses pada 22/10/2010 – 11:30 AM

<http://www.attayaya.net/2009/10/green-marketing-pemasaran-hijau.html> , diakses pada 23/12/2010 - 8:30 PM

<http://geocominity.blogspot.com/2008/08/pemasaran-hijau-green-marketing.html> , diakses pada 27/11/2010 - 9:40 PM

<http://marketinggreen.wordpress.com/2007/03/27/green-consumer-behavior%E2%80%93part-iii-changing-behavior-without-changing-attitudes/>, diakses pada 6/3/2011 – 12:36 PM

<http://greenmarketingconsultant.blogspot.com/>, diakses pada 1/2/2011 – 9:58 PM

Kementrian Kebudayaan dan Pariwisata Indonesia. Data Statistik Pariwisata. <http://www.budpar.go.id/page.php?ic=521>, diakses pada 20/2/11 – 10:30 PM