

## 6. DAFTAR PUSTAKA

- Ahmad, S., N. Bayaah, and Juhdi, N. (2010). Organic food: A study on demographic characteristics and factors influencing purchase intentions among consumers in Klang Valley, Malaysia. *International Journal of Business and Management* 5 (2):105-118.
- Ali M. (2011). *Memahami Riset Perilaku dan Sosial*. Jakarta: CV. Pustaka Cendekia Utama.
- Armstrong, G and Kotler, P. (2007). *Marketing: an introduction*, Pearson Prentice Hall, New Jersey, p. 127-148
- Chinnici, G. *Et al.* (2002). A Multivariate Statistics Analysis On The Customers of Organic Products, *British Food Journal* Vol. 104 Nos 3/5, pp. 187-99
- Dangour, Alan, Aikenhead, A., Hayter , A., Allen ,E., Lock ,K., and Uauy ,R.. (2009). Comparison of putative health effects of organically and conventionally produced foodstuffs: a systematic review. London: Nutrition and Public Health Intervention research Unit, London School of Hygiene & Tropical Medicine.
- Depkes RI. (2009). *Sistem Kesehatan Nasional*. Jakarta.  
(<http://www.depkes.go.id/resources/download/pusdatin/profil-kesehatan-indonesia/profil-kesehatan-indonesia-2009.pdf>)
- Effendi, S. Dan Tukiran. (2012). *Metode Penelitian dan Survei*. LP3ES, anggota Ikapi. Jakarta.
- Ferguson MJ, Bargh JA. (2004). How Social Perception Can Automatically Influence Behavior. *TRENDS in Cognitive Sciences* Vol.8 No.1 January 2004.
- FiBL & IFOAM. (2008). *The World Of Organic Agriculture-Statistics & Emerging Trends 2008*. [http://www.soel.de/fachtheraaii\\_downloads/s\\_74\\_I\\_O.pdf](http://www.soel.de/fachtheraaii_downloads/s_74_I_O.pdf). diakses pada 2 Desember 2017
- FiBL & IFOAM. (2015). *The World of Organic Agriculture. Statistics and Emerging Trends 2015*. Frick and Born
- FiBL & IFOAM. (2016). *The World of Organic Agriculture. Statistics and Emerging Trends 2015*. Frick and Born
- Hjelmar, U. (2011). *Consumer Purchase of Organic Food Products, A Matter of Convenience and Reflexive Practises*. Institute of Governmental Research. Denmar. ([www.elsevier.com/locate/appet](http://www.elsevier.com/locate/appet))

- Isdiayanti. (2007). Analisa Usahatani Sayuran Organik di Perusahaan Matahari Farm. Bogor. Fakultas Pertanian, Institut Pertanian Bogor.
- Ivancevich JM, Konopaske R, Matteson MT. (2007). Perilaku dan Manajemen Organisasi. Vol: 1. Edisi ketujuh. Diterjemahkan oleh: Gania G. Jakarta : Erlangga.
- Kotler dan Keller. (2007). Manajemen Pemasaran, Edisi 12, Jilid 1, PT. Indeks, Jakarta.
- Morissan, M.A. (2012). Metode Penelitian Survei. Kencana Prenada Media Group. Rawamangun Jakarta.
- Neuman, W. L. (2003). Social Research Methods, Qualitative and Quantitative Approaches. Fifth Edition. Boston: Pearson Education.
- Notoatmodjo, S. (2007). Pendidikan dan Perilaku Kesehatan. Cetakan 2, Jakarta : PT Rineke Cipta
- Pardede, E. (2013). Tinjauan Komposisi Kimia Buah dan Sayur: Peranan Sebagai Nutrisi dan Kaitannya dengan Teknologi Pengawetan dan Pengolahan. Jurnal Visi, Vol 21, No. 3.
- Peter, J.P. and Olson, J.C. (2005). Consumer Behavior and Marketing Strategy. PT Erlangga. Jakarta.
- Robbins SP. (2002). Prinsip-Prinsip Perilaku Organisasi. Edisi Kelima. Diterjemahkan oleh: Halida, Sartika D. Jakarta: Erlangga.
- Robinson. (2009). A Summary of Diffusion of Innovations. Amazon.
- Roitner-Schobesberger., Darnhofer, B., I., Somsook , S., and Vogl C.R. (2008). Consumer perceptions of organic food in Bangkok, Thailand. Food Policy 33:112-121.
- Saba, A., & Messina, F. (2003). Attitudes Towards Organic Foods And Risk/Benefit Perception Associated With Pesticides. Food Quality and Preference, 14, 637-645
- Sangkumchaliang, P. and Wen-chi Huang. (2012). Consumers Perceptions and Attidues of Organic Food Product in Northern Thailand. International Food and Agribusiness Management Review Vol 15:1. (<https://pdfs.semanticscholar.org/3134/54f6463b3d2c3fae20b1196dd76ba33e4a0e.pdf>)
- Shaharudin, M. R., Pani, J. J., Mansor, S. W., dan Elias, S. J. (2010). Factors Affecting Purchase Intention of Organic Food in Malaysia's Kedah State, *Cross-Cultural Communication* Vol. 6, No. 2, 105-116.

- Sumarwan. (2003). Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran. Ghalia Indo. Jakarta.
- Solomon, M., Bamossy, G., Askegaard, S. (2002). Consumer Behaviour A European Perspective. 2nd Edition. Pearson Prentice Hall, New Jersey, USA
- Thio, Sienny. (2008). Persepsi Konsumen Terhadap Makanan Organik di Surabaya. Jurnal Manajemen Perhotelan. Vol 4, No 1. Surabaya. (jurnalperhotelan.petra.ac.id/index.php/hot/article/download/18420/18237)
- Trihendardi, Cornelius. (2005). Step by Step SPSS 13 Analisa Data Statistik. Andi Offset. Yogyakarta.
- Vlosky, R., Lucie, O., dan Renee, F. (1999). A Conceptual Model of US Consumer Willing-ness-to-pay for Environmentally Certified Wood Products, Journal of Consumer Marketing 16 (2): 122-136.
- Wirakusumah, E.S. (2002). Buah dan Sayur Untuk Terapi. Jakarta: Penebar Swadaya.
- Yanti, R. (2005). Aplikasi Teknologi Pertanian Organik : Penerapan Pertanian Organik oleh Petani Padi Sawah Desa Sukorejo Kabupaten Sragen, Jawa Tengah, Tesis, Universitas Indonesia.
- Yiridoe, E.K, Bonti-Ankomah, S, & Martin, R.C. (2005). Comparison of Consumers Perceptions and Preferences toward Organic Versus Conventionally Produced Foods: A Review and Update of the Literature. Renewable Agriculture and Food System Vol 20:193-205. ([https://www.researchgate.net/publication/231897495 Comparison of Consumer Perceptions and Preference Toward Organic Versus Conventionally Produced Foods A Review and Update of the Literature](https://www.researchgate.net/publication/231897495_Comparison_of_Consumer_Perceptions_and_Preference_Toward_Organic_Versus_Conventionally_Produced_Foods_A_Review_and_Update_of_the_Literature))