



8TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES ON

Contemporary Issues in Business And Social Sciences Research

(CIBSSR-2018)

Berjaya Times Square Kuala Lumpur Hotel, Malaysia

14-15 December 2018



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Journal of Management and Marketing Review (JMMR)

Vol. 2 (3) Jul-Sep 2017

Content

Is Financial Reward Still an Important Motivator for the Indonesian Multi-Generational Workforce?

Author(s): Yanki Hartijasti and Surya Dwi Kusuma Darpa

Affiliation: Universitas Indonesia, Indonesia

Keywords: Intrinsic Motivators; Extrinsic Motivators; Financial Rewards; Gen Y; Gen X; Baby Boomers; Indonesian Workplace.

Received: January 16, 2017 | **Accepted:** June 20, 2017

Type of Paper: Empirical | **Vol. 2(3) Page:** 1-9 | **Citation:** 0

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Experimental Research: BASO Model-Based Strategic Planning Training Mediated by Training Follow up Sessions and Moderated by Transformational Leadership Impact on Mosque Organizational Effectiveness

Author(s): Syed Jamal Abdul Nasir Syed Mohamad, Roshidi Hassan and Mohamed Zakaria Mohamed Yahya

Affiliation: Universiti Teknologi MARA (UiTM), Malaysia.

Keywords: Organisational Effectiveness, Strategic Planning Training, Training Follow Up, Transformational Leadership.

Received: December 12, 2016 | **Accepted:** June 8, 2017

Type of Paper: Empirical | **Vol. 2(3) Page:** 10-20 | **Citation:** 0

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The Relationships between Personal Values, Institutional Values and Affective Commitment (A Case of Graduate Students at A FaithBased Institution in Indonesia)

GATR Journal of
MANAGEMENT
& MARKETING REVIEW

JMMR

VOL. 2 (3) Jul-Sep 2017



A scientific journal published quarterly by Global Academy of Training & Research (GATR) Enterprise

GATR JOURNALS

Suite 15, Taman Bukit Angkasa, Jalan
Pantai Dalam, 59200,
Kuala Lumpur, Malaysia

Keywords: Climate Change, women, women's roles, Gender, Family.

Received: January 19, 2017 | **Accepted:** July 17, 2017

Type of Paper: Empirical | **Vol.** 2(3) **Page:** 55-60 | **Citation:** 0

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[Green Practices in Northern Region Hotels of Malaysia](#)

Author(s): Noor Afza Amran, Natrah Saad and Norhani Aripin

Affiliation: Universiti Utara Malaysia, Malaysia

Keywords: Green Practices; Environment; Recycle; Hotels; Malaysia.

Received: January 9, 2017 | **Accepted:** June 28, 2017

Type of Paper: Empirical | **Vol.** 2(3) **Page:** 61-66 | **Citation:** 0

[Abstract](#) | [PDF](#) | [Share](#)  [SSRN](#)  [Academia](#)  [LinkedIn](#)  [Mendeley](#)  [ORCID](#)  [ResearchGate](#)

[The Influence of the Dimensions of Service Quality on Customer Satisfaction at Hotels in Batu City, Indonesia](#)

Author(s): Ludfi Djajanto

Affiliation: State Polytechnic of Malang, Indonesia.

Keywords: Service Quality; Tangibility; Reliability; Responsiveness; Assurance; Empathy; Customer Satisfaction.

Received: December 19, 2016 | **Accepted:** June 5, 2017

Type of Paper: Empirical | **Vol.** 2(3) **Page:** 67-72 | **Citation:** 0

[Abstract](#) | [PDF](#) | [Share](#)  [SSRN](#)  [Academia](#)  [LinkedIn](#)  [Mendeley](#)  [ORCID](#)  [ResearchGate](#)

[Establishing Local Wisdom Values to Develop Sustainable Competitiveness Excellence](#)

Author(s): Tjokorda Gde Raka Sukawati

Affiliation: Udayana University, Indonesia

Keywords: Local Wisdom Values, Competitiveness, Sustainable, Ethnography, Ubud, Bali.

Received: November 5, 2016 | **Accepted:** June 14, 2017

Type of Paper: Empirical | **Vol.** 2(3) **Page:** 73-82 | **Citation:** 0

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[Green Purchase Behavior: The Role of Religiosity, Environmental Attitude, and Environmental Knowledge](#)

Author(s): Julina, Dwi Kartini, Popy Rufaidah³ and Martha [Fani](#) Cahyandito

Affiliation: UIN Suska Riau, Universitas Padjadjaran, Indonesia.

Keywords: Religiosity; Environmental Attitude; Environmental Knowledge; Green Purchase Behavior.

Received: January 10, 2017 | **Accepted:** July 21, 2017

Type of Paper: Empirical | **Vol.** 2(3) **Page:** 83-88 | **Citation:** 0

[Abstract](#) | [PDF](#) | [Share](#)  [SSRN](#)  [Academia](#)  [LinkedIn](#)  [Mendeley](#)  [ORCID](#)  [ResearchGate](#)

Green Purchase Behavior: The Role of Religiosity, Environmental Attitude, and Environmental Knowledge

Julina ^{1*}, Dwi Kartini², Popy Rufaidah³ and Martha Fani Cahyandito⁴

¹UIN Suska Riau, Jl. H.R. Soebrantas, 28293, Pekanbaru, Indonesia.

^{2,3,4}Universitas Padjadjaran, Jl. Dipati Ukur, 40132, Bandung, Jawa Barat, Indonesia.

ABSTRACT

Objective – This study attempts to determine the effect of religiosity, environmental attitudes, and environmental knowledge towards green purchase behavior.

Methodology/Technique – Data were collected by distributing questionnaire to 14 shopping centers in Pekanbaru City during April - September 2016. Pekanbaru city is one of the provincial capital in Indonesia which experienced many environmental problems. A total of 421 eligible respondents participated in this study. Data were analyzed using structural equation modeling.

Findings – The results found that the effect of religiosity, environmental knowledge, and attitude toward green purchase behavior are significant. These three variables explain the green purchase behavior at 67.6%. Besides it also found that religiosity and environmental knowledge have the positive and meaningful impact on environmental attitudes. Therefore, it can be concluded that these two variables affect the green purchase behavior through environmental attitudes.

Novelty – The model built in this study tried to integrate the spiritual aspect that has not been touched by previous researchers. The results of this study open up opportunities for further research to further improve both aspects of modeling in combination with other variables as well as the use of statistical analysis

Type of Paper: Empirical

Keywords: Religiosity; Environmental Attitude; Environmental Knowledge; Green Purchase Behavior.

JEL Classification: I21, Q56, Q57.

1. Introduction

Studying consumer behavior is a fascinating and never-ending topic along with the dynamic development of consumption patterns. Even the issue of environmental damage is also strongly associated with consumer behavior. The principles of seeking profit or benefit as much as possible sometimes lead to uncontrolled exploitation of nature. Imbalances in life, economics, and social situation are one of the problems caused by the current model of economic growth that is maximizing production and consumption. Nowadays, the companies adopting the concept of environmental attitude is not just an adjustment to the issues of particular legislation, but also due to an increasing consumer concern about the environment. Based on the phenomenon, it is important to study consumer behavior to prevent environmental damage from getting worse. Grunert

* Paper Info: Received: January 10, 2017

Accepted: July 21, 2017

* Corresponding author:

E-mail: julina@uin-suska.ac.id

Affiliation: Faculty of Economic and Social Sciences, UIN Suska Riau, Indonesia.