

**The 3rd Sebelas Maret International Conference on
Business, Economics and Social Sciences**
and AGBA—Indonesia Chapter's Inaugural Conference

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Solo - Indonesia



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2	<i>Micro Finance and the Failure of Profit-loss Sharing Contract</i> Ibrahim Fatwa Wijaya, Universitas Sebelas Maret Linggar Ikhsan Nugroho, Universitas Sebelas Maret Bambang Setiati, Surakarta Muhammadiyah University Sofri Yahya, Universiti Sains Malaysia Putri Permatasari Husa, Universitas Sebelas Maret
3	<i>The Socio-Economic Factors That Influence The Sharia Financial Literacy (Survey On Lecturer In Java Island, Indonesia)</i> Sugeng Suroso, Institut Bisnis dan Informatika (IBI) Irma Setyawati, Institut Bisnis dan Informatika (IBI)
4	<i>Gold Pawn In Indonesian Islamic Banks And Pawnshop For Asset Growth Of Islamic Pawnshop</i> Roikhan Mochamad Aziz, State Islamic University Syarif Hidayatullah

Session: **Marketing and Consumer Behavior 1 (MCB 1)**
 Date: Wednesday, August 3, 2016
 Time: 1.00 pm to 3.00 pm
 Room: Violan 6
 Chair: Prof. Zafar U. Ahmed (Academy for Global Business Advancement)

1	<i>The Effect of Demographic Factors on Intention To Switch To Biogas</i> Siti Khoiriyah, Universitas Sebelas Maret Muh Juan Suam Toro, Universitas Sebelas Maret
2	<i>Process Of Positive Attitude Formation Of Society Toward Green Products (Qualitative Study Of Green Products' Consumers In Indonesia)</i> Eni Andari, Janabadra University Budhi Haryanto, Universitas Sebelas Maret
3	<i>E-Trust : Antecedents and Their Consequence</i> Diesyana Ajeng Pramesti, Muhammadiyah Magelang University Mub Al Amin, Muhammadiyah Magelang University Henry Prihanto Nugroho, Gadjah Mada University
4	<i>Dynamic Marketing Capability In Hotel</i> Evo Sampetua Hariandja, Universitas Pebra Harapan

Session: **People Management 1 (PM1)**
 Date: Wednesday, August 3, 2016
 Time: 1.00 pm to 3.00 pm
 Room: Violan 7
 Chair: Prof. Arifin Angriawan (Purdue University Northwest)

1	<i>Boundary Management In Work Family Conflict And Coping Strategies Among Female Academics In Indonesia</i> Rasma Fyki Kamala, Universitas Alina Ata Yogyakarta
2	<i>Multidimensional Work Ethics And Tasks Performance :Mediating Role Of Affective Commitment</i> Amin Wahyudi, Universitas Slamet Riyadi
3	<i>Opening The Blackbox : The Antagonistic Relationship of Leadership on Employee Performance</i>

	East Countries
	Aram Setyowati, Universitas Sebelas Maret
	Amanda Novika N, Universitas Sebelas Maret
4	Competition-stability nexus in the dual banking market
	Tastaftiyan Rislandy, Universitas Sebelas Maret and Université de Limoges
	Irwan Trinugroho, Universitas Sebelas Maret and Institut Teknologi Bandung
	Muhamad Agung Prabowo, Universitas Sebelas Maret
	Soflarso Kaderi Wiryo, Institut Teknologi Bandung
	Amioe Tarazi, Université de Limoges

Session: Financial Markets 2 (FM2)
Date: Wednesday, August 3, 2016
Time: 3.30 pm to 5.00 pm
Room: Violan 4
Chair: Zaafri A. Husodu, PhD (Universitas Indonesia)

1	Moderating Effect Of The Value Exchange Rate On Fundamental To Stock Return Required
	Musdalifah Azis, Universitas Mulawarman
	Irwansyah, Universitas Mulawarman
2	Portfolio Rebalancing for Value at Risk and Expected Shortfall under Threshold Accepting
	Deddy Priatmodjo Koesrindartoto, Institut Teknologi Bandung
	Hanif Ashar, Institut Teknologi Bandung
3	Analyst Report, Broker Recommendation and Affective Self-Affinity: An Experimental Study
	Bambang Susilo Darmowiyono, STIM YKPN Yogyakarta
	Titus Haryono, Universitas Sebelas Maret
	Djuninah, Universitas Sebelas Maret
	Irwan Trinugroho, Universitas Sebelas Maret

Session: Marketing and Consumer Behavior 2 (MCB2)
Date: Wednesday, August 3, 2016
Time: 3.30 pm to 5.30 pm
Room: Violan 5
Chair: Prof. Zafar U. Ahmed (Academy for Global Business Advancement)

1	Service Quality Improvement For Account Opening Process In State-Owned Banks
	Evo Sampetua Hariandja, Universitas Pelita Harapan
	Resti Regina, Institut Teknologi Bandung
2	Analysis Of Travela.Com Website Quality With Importance Performance analysis (IPA) Method
	Mahir Pradana, Telkom University
	Danny Setyawan, Telkom University
3	Exploration Of Concept Of Formation Process Of Intention To Online Transaction: In The Context Of Online Shopping In Indonesia
	Didik Setyawan, Setia Budi Surakarta University
	Budhi Haryanto, Universitas Sebelas Maret
4	How Does The Life Style Influence The Consumer Preference In Choosing The Foreign Product Or The Local Product
	Budhi Haryanto, Universitas Sebelas Maret
	Awang Febrianto, Federal International Finance Group, Surakarta

**Process of Positive Attitude Formation of Society toward Green Products
(Qualitative Study of Green Products' Consumers in Indonesia)**

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Abstract

This research aimed to explore the constructed variables that were to influence the process of the positive attitude formation of the developing country's society toward the green products. Those several variables were the green brand perception, green price fairness, and country of origin.

Next, exploratory study was used to understand these research variables through the deep interview toward 15 participants of the public area of Yogyakarta City.

The study results showed that the conceptualized variables could be used to build the process of the positive attitude formation of the society toward the green products and delivered some propositions. The study suggests several implications both theoretically and practically. The propositions in this study can be continued in the future study by testing the conceptualized variables in this research.

Keywords: Green Brand Perception, Green Price Fairness, Country of Origin, Society Positive Attitude toward Green Products