The 3rd Sebeslas Maret International Conference on Business, Economics and Social Sciences
and AGBA—Indonesia Chapter’s Inaugural Conference
3-4 August 2016
Solo - Indonesia
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**Session:** People Management 1 (PM1)  
**Date:** Wednesday, August 3, 2016  
**Time:** 1:00 pm to 3:00 pm  
**Room:** Violan 7  
**Chair:** Prof. Arfin Angriawan (Purdue University Northwest)
**East Countries**

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<tr>
<td>Awan Setiyowati</td>
<td>Universitas Sebelas Maret</td>
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<td>Armanda Novika N</td>
<td>Universitas Sebelas Maret</td>
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**Session: Financial Markets 2 (FM2)**

- **Date:** Wednesday, August 3, 2016
- **Time:** 3:30 pm to 5:00 pm
- **Room:** Violin 4
- **Chair:** Zafri A. Ismanto, PhD (Universitas Indonesia)

1. **Moderating Effect Of The Value Exchange Rate On Fundamental To Stock Return Required**
   - *Musdaillah Azis, Universitas Malawarman*
   - *Irvan Shinta, Universitas Malawarman*

2. **Portfolio Rebalancing for Value at Risk and Expected Shortfall under Threshold Accepting**
   - *Dedy Priatmoko Kosmadoko, Institut Teknologi Bandung*
   - *Hamid Ashar, Institut Teknologi Bandung*

3. **Analyst Report, Broker Recommendation and Affective Self Affinity: An Experimental Study**
   - *Bambang Susilo Daruwijono, St. YKPN Yogyakarta*
   - *Tutus Haryono, Universitas Sebelas Maret*
   - *Djuminah, Universitas Sebelas Maret*
   - *Irwan Trisnugroho, Universitas Sebelas Maret*

**Session: Marketing and Consumer Behavior 2 (MCB2)**

- **Date:** Wednesday, August 3, 2016
- **Time:** 3:30 pm to 5:30 pm
- **Room:** Violin 5
- **Chair:** Prof. Zulfar U. Ahmed (Academy for Global Business Advancement)

1. **Service Quality Improvement For Account Opening Process In State-Owned Banks**
   - *Eko Sampetua Hartandja, Universitas Politeknik Negeri*
   - *Resi Regina, Institut Teknologi Bandung*

2. **Analysis Of Travels.com Website Quality With Importance Performance analysis (IPA) Method**
   - *Mahir Pradana, Telkom University*
   - *Danny Seryawan, Telkom University*

3. **Exploration Of Concept Of Formation Process Of Intention To Online Transaction: In The Context Of Online Shopping In Indonesia**
   - *Didik Seryawan, Seta 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