

DAFTAR PUSTAKA

- Abzari, Ghassemi, Vosta. 2014, “Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro company” *Procedia - Social and Behavioral Sciences* 143 (2014) 822 – 82.
- Adi, I. V. W. (2015). Pengaruh Suasana Toko (Store Atmosphere) dan Lokasi terhadap Minat Beli Konsumen (Studi Kasus pada Distro Koffin Store di Yogyakarta). Yogyakarta : Universitas Sanata Dharma.
- Asseal, H, 2018, *Consumer Behavior and Marketing Action*, Cincinnati, Ohio: South Western College Publishing.
- Bashir, A.M., Bayat, A., Olutuase, S.O. and Abdul Latiff, Z.A. (2019), “Factors affecting consumers’ intention towards purchasing halal food in South Africa: a structural equation modelling”, *Journal of Food Products Marketing*, Vol. 25 No. 1, pp. 26-48.
- Bettman, J.R. (2016), “Perceived risk and its components: a model and empirical test”, *Journal of Marketing Research*, Vol. 10 No. 2, pp. 184–190.
- Calvo Porral, C. and Lang, M.F. (2015), “Private labels: the role of manufacturer identification, brand loyalty and image on purchase intention”, *British Food Journal*, Vol. 117 No. 2, pp. 506-522.
- Chen, C.C., Hsiao, K.L. and Wu, S.J. (2018), “Purchase intention in social commerce: an empirical examination of perceived value and social awareness”, *Library Hi Tech*, Vol. 36 No. 4, pp. 583-604
- Durianto Dan Liana S. (2004). *Strategi Menaklukkan Pasar; Melalui Riset Ekuitas Dan Prilaku Merk*. Jakarta: PT. Gramedia Pustaka Utama.
- Erlina dan S. Mulyani, 2017. *Metodologi Penelitian Bisnis: Untuk Akuntansi dan Manajemen*. Cetakan Pertama USU Press. Medan.
- Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- Garg, P. and Joshi, R. (2018), “Purchase intention of ‘Halal’ brands in India: the mediating effect of attitude”, *Journal of Islamic Marketing*, Vol. 9 No. 3, pp. 683-694.
- Ghozali, Imam. (2016). *Aplikasi Analisis Multivariate dengan Program SPSS Dengan Program IBM SPSS 19*. Edisi Kelima. Badan Penerbit Univesitas.
- Gima Sugijama dan Emmanuel Febiano. 2017. Pengaruh Kemasan, Kewajaran Harga Dan Brand Awareness Terhadap Brand Loyalty (Studi Kasus Pada Wisatawan Nusantara di Kartika Sari Bandung). *Jurnal Manajemen Maranatha*. Volume 17, Nomor 1. Pp 1-14

- Jaafar, S.N., Lalp, P.E. and Naba, M.M. (2012), “Consumers’ perception, attitudes and purchase intention towards private label food products in Malaysia”, *Asian Journal of Business and Management Sciences*, Vol. 2 No. 8, pp. 73-90
- Juan Beristain, J. and Zorrilla, P. (2011), “The relationship between store image and store brand equity: a conceptual framework and evidence from hypermarkets”, *Journal of Retailing and Consumer Services*, Vol. 18 No. 6, pp. 562-574
- Kotler, Phillip dan Kevin Lane Keller.(2019). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*.Jakarta: PT. Indek.
- Listiana, Erna. 2014. “Pengaruh Country Of Origin terhadap Perceived Quality Dengan Moderasi Etnosentris Konsumen”. *Jurnal Administrasi Bisnis*, Vol.8, No.1: hal. 21–47.
- Mostafa, M.M. (2006), “Gender differences in Egyptian consumers’ green purchase behaviour: the effects of environmental knowledge, concern and attitude”, *International Journal of Consumer Studies*, Vol. 31 No. 3, pp. 220-229.
- Mubarak,A., Muchsin, Edyansyah,T., Zulkarnaen, (2023). The influence of Ptomotion, Customer Satisfaction, And Service Quality on Purchase Desicions at Alfamart Bireuen District. *Jurnal of accounting research, Utility Finance and Digital Asset*. 2(2)
- Murray, K. B., dan Schlacter, J. L. (2015). The impact of services versus goods on consumers’ assessment of perceived risk and variability. *Journal of the Academy of Marketing Science*, 18(1), 51-65.
- Nitisusastro, Mulyadi. (2012). *Prilaku Konsumen Dalam Perspektif Kewirausahaan*. Bandung: Alfabeta.
- Oglethorpe, J. E and Monroe, B. K., 1994, Determinant of Perceived Health and Safety Risk of Selected Hazardous Product and Activities, *Journal of Consumer Research*, No.28.
- Pramono. 2012.*Pertimbangan Dalam Membeli Produk Barang Maupun Jasa*. Intidayu Press. Jakarta.
- Purwanto, A., & Sudargini, Y. (2021). Exploring Factors Affecting the Purchase Intention of Halal Food Products: An Empirical Study on Student Consumers. *International Journal of Social and Management Studies*, 2(4), 13-21.
- Qian, W. Q., Pandey, A., Teepapal, T., & Samarkjarn, J. (2021). Factors Influencing Purchase Intention Toward Online Food Delivery Service: The Case Study Of Ele. Me In China. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(4).

- Rezvani, Z., Jansson, J. and Bodin, J. (2015), "Advances in consumer electric vehicle adoption research: a review and research agenda", *Transportation Research Part D: Transport and Environment*, Vol. 34 No. 1, pp. 122-136.
- Sagheb, M. Z., Ghasemi, B., & Nourbakhsh, S. K. (2020). Factors affecting purchase intention of foreign food products: An empirical study in the Iranian context. *British Food Journal*, 122(5), 1485-1504.
- Stone dan Gronhaug (2011). *Human resource management*. 5 th edition, Australia: John Wiley & Sons.
- Sumarwan, Ujang. 2012. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*, Ghalia Indonesia. Bogor.
- Suryani, Tatik. 2017. *Perilaku Konsumen di Era Internet*. Yogyakarta: Graha Ilmu.
- Wibisaputra, Aditzya. 2011. "Analisis Faktor-faktor Yang Mempengaruhi Minat Beli Ulang Gas Elpiji 3 Kg (di PT. Candi Agung Pratama Semarang)". Skripsi. Semarang: Universitas Diponegoro.
- Yasin, N., Noor, M., & Mohamed, O. (2014). Does Image of Country-of-Origin Matter to Brand Equity? *Journal of Product and Brand Management*, 16(1), 38-48.
- Zhang, M., Zhu, M., Liu, X. and Yang, J. (2017), "Why should I pay for e-books?: an empirical study to investigate Chinese readers' purchase behavioural intention in the mobile era", *The Electronic Library*, Vol. 35 No. 3, pp. 472-493.