

## DAFTAR PUSTAKA

- Aditi, B., Djakasaputra, A., Dewianawati, D., Wahyoedi, S., & Titin, T. (2022). Supply chain performance and visit interest of restaurants: The role of buzz and viral marketing strategic. *Uncertain Supply Chain Management*, 10(2), 437–444.
- Ajeng, E., Pinahayu, R., Nurul Auliya, R., Putu, L., & Adnyani, W. (2020). Pengembangan instrumen kuesioner konsep diri siswa. *Apotema : Jurnal Program Studi Pendidikan Matematika*, 6(2), 97–102.  
<https://doi.org/10.31597/JA.V6I2.416>
- Al Jabouri, A. A. N., & Al-Yasiri, N. (2020). Viral Marketing and its Role in Making a Global Economic Crisis: COVID Virus as a Model. *Ishtar Journal of Economics and Business Studies (IJEBS)*, 2(4).
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157.  
<https://doi.org/10.1177/2278682119850275>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339–1362.  
<https://doi.org/10.1108/JIMA-03-2019-0063/FULL/XML>
- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji validitas dan reliabilitas tingkat partisipasi politik masyarakat Kota Padang. *Jurnal Matematika UNAND*, 8(1), 179–188. <https://doi.org/10.25077/JMU.8.1.179-188.2019>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156.  
<https://doi.org/10.31106/JEMA.V17I2.6916>
- Astuti, Y., & Asih, D. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *The Journal of Asian Finance, Economics and Business*, 8(4), 413–421.  
<https://doi.org/10.13106/JAFEB.2021.VOL8.NO4.0413>
- Budi Setiawan, E., Valdhavessa, D., Bambang, H., Marina, S., Desa Fitri Ratu Bilqis, L., Agusinta, L., Arif Hernawan, M., & Sidjabat, S. (2021). How To Build Customer Loyalty: Through Customer Experience, Perceived Price, And Customer Satisfaction. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(4), 1546–1554.  
<https://doi.org/10.17762/TURCOMAT.V12I4.1410>
- Chumairoh, C. (2023). *Pengaruh product placement pada sinetron “Ikatan Cinta” terhadap minat beli yang dimoderasi sikap konsumen.*

- DAM, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO10.939>
- Darma, B. (2021). *Statistika penelitian menggunakan SPSS (uji validitas, uji reliabilitas, regresi linier sederhana, regresi linier berganda, uji t, uji F, R2)*. Guepedia.
- Devi, I. P., Gst, I., Agung, N., Teja Kusuma, E., & Rihayana, I. G. (2020). Pengaruh persepsi harga, kualitas makanan, dan kualitas pelayan terhadap niat beli di Warung Dekade. *VALUES*, 1(2). <https://e-journal.unmas.ac.id/index.php/value/article/view/821>
- Falah, T. A., Abidin, Z., & Hidayah, S. (2020). Pengaruh kreativitas iklan dan negara asal terhadap niat beli dan keputusan pembelian mobil. *Bulletin of Management and Business*, 1(2), 11–23. <http://publishing-widyagama.ac.id/ejournal-v3/index.php/bmb/article/view/98>
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determinasi keputusan pembelian melalui minat beli: brand ambassador dan brand image (literature review manajemen pemasaran). *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 3(1), 30–42. <https://doi.org/10.38035/JMPIS.V3I1.840>
- Habibi, A. (2022). Analisis structural equation models (SEM) untuk data HBAT non missing. *VARIANCE: Journal of Statistics and Its Applications*, 4(2), 55–70. <https://doi.org/10.30598/VARIANCEVOL4ISS2PAGE55-70>
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019). *Multivariate data analysis*. Annabel Ainscow, Cheriton House, North Way Andover, Hampshire, SP10 5BE United Kingdom.
- Hariono, A., Aryanto, B., & Pahalawidi, C. (2021). Validitas dan reliabilitas konstruk instrumen asesmen keterampilan bermain korbball menggunakan analisis Exploratory Factor Analysis dan Confirmatory Factor Analysis. *Jorpres (Jurnal Olahraga Prestasi)*, 17(1), 84–89. <https://doi.org/10.21831/JORPRES.V17I1.37173>
- Ibrahim, M., & Thawil, S. M. (2019). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 175–182. <https://doi.org/10.36226/JRMB.V4I1.251>
- Indah. (2023, January 2). Belum Punya Sertifikat, BPJPH: Mixue Jangan Pasang Logo Halal. *Kemenag.Go.Id*.
- Ira, L. (2023). Ini Rincian Harga Franchise Mixue Ice Cream yang Lagi Viral di TikTok. *Tempo.Co*.
- Iriani, S. S. (2019). The effect of religiosity on the purchasing decision of halal labeled food product. *East African Scholars J Econ Bus Manag*, 2(10), 621–628.
- I'tishom, M. F., Martini, S., & Novandari, W. (2020). Pengaruh persepsi manfaat, persepsi kemudahan, persepsi risiko dan persepsi harga terhadap sikap serta

- keputusan konsumen untuk menggunakan Go-Pay. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 22(4), 514–532. <https://doi.org/10.32424/JEBA.V22I4.1793>
- Jin, S. V., & Ryu, E. (2019). Celebrity fashion brand endorsement in Facebook viral marketing and social commerce: Interactive effects of social identification, materialism, fashion involvement, and opinion leadership. *Journal of Fashion Marketing and Management*, 23(1), 104–123. <https://doi.org/10.1108/JFMM-01-2018-0001/FULL/XML>
- Kaewkhav, K., Rammas, C., & Khanngoen, C. (2023). The Role of Customer Perceived Value and Product Quality in Building Brand Loyalty in the Sports Drink Industry: Evidence from Thailand. *Service, Leisure, Sport, Tourism & Education*, 1(1), 1–17. <https://so09.tci-thaijo.org/index.php/BTSMM/article/view/1967>
- Kawengian, G., Kalangi, J. A. F., & Walangitan, O. F. C. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Smartfren di IT Center Manado. *Productivity*, 2(5), 365–369. <https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/35852>
- Kurniawan, Moh. A. El. (2023, January 12). Sejarah Mixue, Gerai Es Krim yang Sedang Laris Manis di Banyak Kota Indonesia. *Narasi.Tv*.
- Lestari, W. S., Yusuf, A., Singaperbangsa, U., Ronggowaluyo, J. H., Timur, J., Karawang, J., & Barat, I. (2019). PENGARUH KUALITAS MAKANAN DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA STEAK JONGKOK KARAWANG. *Jurnal Ekonomi Manajemen*, 5(2), 94–101. <https://doi.org/10.37058/JEM.V5I2.964>
- Liu, H.-H., & Wang, Y.-N. (2019). Interrelationships between viral marketing and purchase intention via customer-based brand equity. *Journal of Business and Management Sciences*, Vol. 7, 2019, Pages 72-83, 7(2), 72–83. <https://doi.org/10.12691/JBMS-7-2-3>
- Maciej Serda, Becker, F. G., Cleary, M., Team, R. M., Holtermann, H., The, D., Agenda, N., Science, P., Sk, S. K., Hinnebusch, R., Hinnebusch A, R., Rabinovich, I., Olmert, Y., Uld, D. Q. G. L. Q., Ri, W. K. H. U., Lq, V., Frxqwu, W. K. H., Zklfk, E., Edvhg, L. V, ... )2022( فاطمی, ح. Analisis pengaruh brand image, perceived value price, dan perceived value terhadap purchase intention pada produk private label. *Diponegoro Journal of Management*, 11(6), 343–354. <https://doi.org/10.2/JQUERY.MIN.JS>
- Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100–110. <https://doi.org/10.32493/INFORMATIKA.V5I2.4946>
- Michelle, A., & Susilo, D. (2021). The Effect of Instagram Social Media Exposure on Purchase Decision. *ETTISAL : Journal of Communication*, 6(1), 36–50. <https://doi.org/10.21111/EJOC.V6I1.6242>
- Milareva, H. A., Handayani, S., & Barokah, U. (2023). Analisis Preferensi Konsumen Terhadap Pembelian Susu Sapi Segar di Kota Surakarta. *Jurnal*

*Ekonomi Pertanian Dan Agribisnis*, 7(1), 292–301.  
<https://doi.org/10.21776/UB.JEPA.2023.007.01.26>

Millatina, A. N., Hakimi, F., Budiantoro, R. A., & Arifandi, M. R. (2022). The Impact of Halal Label in Halal Food Buying Decisions. *Journal of Islamic Economic Laws*, 5(1), 159–176. <https://doi.org/10.23917/JISEL.V5I1.17139>

Mittal, S., Yusnitasari, T., Oswari, T., Kusumawati, R. D., & Kumar, V. (2020). Impact of Marketing-Mix, Culture and Experience as Moderator to Purchase Intention and Purchase Decision for Online Music Product in Indonesia. *International Journal of Business Innovation and Research*, 1(1), 1. <https://doi.org/10.1504/IJBIR.2020.10026168>

Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What makes GO-JEK go in Indonesia? the influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research 2022, Vol. 17, Pages 89-103*, 17(1), 89–103. <https://doi.org/10.3390/JTAER17010005>

Motoki, K., Suzuki, S., Kawashima, R., & Sugiura, M. (2022). A Combination of Self-Reported Data and Social-Related Neural Measures Forecasts Viral Marketing Success on Social Media. <https://doi.org/10.1016/j.intmar.2020.06.003>, 52, 99–117. <https://doi.org/10.1016/J.INTMAR.2020.06.003>

Muhtarom, A., Syairozi, I., & Wardani, N. D. (2022). Analisis Persepsi Harga, Kualitas Pelayanan, Customer Relationship Marketing, dan Kepercayaan Terhadap Peningkatan Penjualan Dimediasi Loyalitas Pelanggan Pada UMKM Ayam Potong Elmonsu. *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 5(1), 743–755. <https://doi.org/10.36778/JESYA.V5I1.628>

Munthe, F. Y., & Sihombing, M. (2023). The Influence of Viral Marketing and Brand Awareness on The Purchase Intention of Erigo Products (Studies on College Students in Medan City). *Patua : Journal of Business Administration and Management*, 1(01), 20–27. <https://doi.org/10.14414/JBB.V9I1.16>

Mustikasari, A., & Widaningsih, S. (2019). *The Influence of Viral Marketing toward Brand Awareness and Purchase Decision*. 647–650. <https://doi.org/10.2991/ICEBEF-18.2019.138>

Najwah, J., & Chasanah, A. N. (2023). Pengaruh Viral Marketing, Online Consumer Reviews, Harga, dan Brand Ambassador Terhadap Keputusan Pembelian Secara Online Di Tokopedia. *BISECER (Business Economic Entrepreneurship)*, 5(2), 1–13.

Nguyen, C., & Nguyen, D. (2020). A study of factors affecting brand awareness in the context of viral marketing in Vietnam. *International Journal of Advanced Science and Technology*, 29(5), 5401–5411. <https://doi.org/10.2139/SSRN.3930643>

Nguyen, T. T. M., Phan, T. H., Nguyen, H. L., Dang, T. K. T., & Nguyen, N. D. (2019). Antecedents of purchase intention toward organic food in an asian emerging market: A study of urban Vietnamese consumers. *Sustainability 2019, Vol. 11, Page 4773*, 11(17), 4773. <https://doi.org/10.3390/SU11174773>

- Nurlan, F. (2019). *Metodologi Penelitian*.  
[https://books.google.com/books/about/Metodologi\\_penelitian\\_kuantitatif.html?hl=id&id=OXYqEAAAQBAJ](https://books.google.com/books/about/Metodologi_penelitian_kuantitatif.html?hl=id&id=OXYqEAAAQBAJ)
- Peppy Widyanty, T., Eko Sujianto, A., Studi Manajemen Bisnis Syari, P., Ekonomi dan Bisnis Islam, F., Sayyid Ali Rahmatullah Tulungagung, U., Kunci, K., Pelayanan, K., Produk, K., Pembelian, K., & Konsumen, K. (2022). The Effect of Service Quality and Product Quality on Purchase Decisions with Customer Satisfaction as Intervening Variables. *JAE (JURNAL AKUNTANSI DAN EKONOMI)*, 7(2), 13–30. <https://doi.org/10.29407/JAE.V7I2.17865>
- Pérez-Villarreal, H. H., Martínez-Ruiz, M. P., & Izquierdo-Yusta, A. (2019). Testing Model of Purchase Intention for Fast Food in Mexico: How do Consumers React to Food Values, Positive Anticipated Emotions, Attitude toward the Brand, and Attitude toward Eating Hamburgers? *Foods 2019*, Vol. 8, Page 369, 8(9), 369. <https://doi.org/10.3390/FOODS8090369>
- Pering, I. M. A. A. (2020). Kajian analisis jalur dengan Structural Equation Modeling (Sem) Smart-Pls 3.0. *Jurnal Ilmiah Satyagraha*, 3(2), 28–48. <http://www.ejournal.universitasmahendradatta.ac.id/index.php/satyagraha/article/view/177>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, 37(4), 372–385. <https://doi.org/10.1108/MIP-02-2018-0070/FULL/XML>
- Puriwat, W., Tripopsakul, S., Rd, P., Mai, W., Wan, P., & Maha, K. T. (2021a). The Role of Viral Marketing in Social Media on Brand Recognition and Preference. *Emerging Science Journal*, 5(6), 855–867. <https://doi.org/10.28991/ESJ-2021-01315>
- Puriwat, W., Tripopsakul, S., Rd, P., Mai, W., Wan, P., & Maha, K. T. (2021b). The Role of Viral Marketing in Social Media on Brand Recognition and Preference. *Emerging Science Journal*, 5(6), 855–867. <https://doi.org/10.28991/ESJ-2021-01315>
- Purwaningsih, I., Surachman, S., Pratikto, P., & Santoso, I. (2019). International Review of Management and Marketing Influence of Packaging Element on Beverage Product Marketing. *International Review of Management and Marketing*, 9(6), 205–210. <https://doi.org/10.32479/irmm.8831>
- Purwanto, A. (2023a). *The role of buzz and viral marketing on SMEs online shop marketing performance: CB-SEM AMOS Analysis*. <https://papers.ssrn.com/abstract=4377831>
- Purwanto, A. (2023b). *The Role of Buzz and Viral Marketing on SMEs Online Shop Marketing Performance: CB-SEM AMOS Analysis*. <https://papers.ssrn.com/abstract=4377831>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in selangor, malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/J.MSL.2019.5.016>

- Ridwan, M. (2022). Purchasing decision analysis in modern retail. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 1–9.  
<https://ojs.pseb.or.id/index.php/jmeh/article/view/243>
- Rivai, J., & Author, C. (2021). The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies*, 3(2), 31–42.  
<https://doi.org/10.32996/JBMS.2021.3.2.4>
- Rosita, A., Lukitaningsih, A., & Fadhilah, M. (2022). Peran celebrity endorse, citra merek, electronic word of mouth terhadap keputusan pembelian melalui niat beli (Studi kasus pada produk Scarlett). *Jurnal MANAJERIAL*, 21(1), 95–110.  
<https://doi.org/10.17509/MANAJERIAL.V21I1.47201>
- Salam, A., Panambang, A. A., Kunci, K., Produk, K., Konsumen, K., & Beli, N. (2022). Pengaruh kualitas produk dan kepercayaan konsumen terhadap niat beli produk di Shopee (Studi kasus pada pelajar SMP & SMA/ sederajat di Desa Lesen & Desa Mokong Kec. Moyo Hulu). *Jurnal Manajemen Dan Bisnis*, 5(1), 69–76. <https://doi.org/10.37673/JMB.V5I1.1630>
- Sandi, F. (2023). Perjalanan Mixue, Viral Hingga Dijuluki Pencari Ruko Kosong. *CNBC Indonesia*.
- Saragih, M. G., Saragih, L., Purba, J. W. P., & Panjaitan, P. D. (2021). *Metode Penelitian Kuantitatif: Dasar–Dasar Memulai Penelitian*. Yayasan Kita Menulis.
- Saripudin, A., Rahayu, A., & Wibowo, L. A. (2022). Pengaruh viral marketing terhadap niat beli konsumen. *Jurnal Ilmu Manajemen Dan Bisnis*, 13(1), 99–108. <https://doi.org/10.17509/JIMB.V13I1.38607>
- Satrio, D., Priyanto, S. H., & Nugraha, A. K. N. A. (2020). Viral marketing for cultural product: The role of emotion and cultural awareness to influence purchasing intention. *Montenegrin Journal of Economics*, 16(2), 77–91.  
<https://doi.org/10.14254/1800-5845/2020.16-2.6>
- Senggetang, V., Mandey, S. L., Moniharapon, S., & Lokasi..., P. (2019). Pengaruh lokasi, promosi, dan persepsi harga terhadap keputusan pembelian konsumen pada perumahan Kawanua Emerald City Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(1), 881–890.  
<https://doi.org/10.35794/EMBA.V7I1.22916>
- Septiani, D., & Ridlwan, A. A. (2020). The effects of halal certification and halal awareness on purchase intention of halal food products in Indonesia. *Indonesian Journal of Halal Research*, 2(2), 55–60.
- Septianie, I., & Wiyata, M. T. (2020). Pengaruh kemudahan dan kepercayaan terhadap niat pembelian secara online pada platform E-Commerce Lazada Indonesia. In *WINTER JOURNAL: IMWI STUDENT RESEARCH JOURNAL* (Vol. 1, Issue 1, pp. 73–83).  
<http://winter.imwi.ac.id/index.php/winter/article/view/8>

- setiawan, aan, & Pasha, D. (2020). Sistem pengolahan data penilaian berbasis web menggunakan metode PIECIES. *Jurnal Teknologi Dan Sistem Informasi*, 1(1), 97–104. <http://jim.teknokrat.ac.id/index.php/sisteminformasi/article/view/225>
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk hubungan nonlinier dalam penelitian sosial dan bisnis*. Penerbit Andi.
- Simanihুরু, M., & Nugroho, K. (2021). The Effect of Product Quality to Purchase Decision at Safary Milk D’Kandang Amazing Farm Depok. *Jurnal Hospitality Dan Pariwisata*, 7(1), p-ISSN. <https://doi.org/10.30813/JHP.V7I1.2617>
- Sitorus, T. B., & Purwanto, E. (2019). *The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention* *QUALITY MANAGEMENT* 87. 20(169). <https://iprice.co.id/insights/mapofecommerce/#iema>
- Sitorus, V. J. M. (2019). *Pengaruh citra merek dan kualitas produk terhadap niat beli mobil Daihatsu Xenia di Kabupaten Subang*. <http://repository.widyatama.ac.id/xmlui/handle/123456789/15023>
- Steven, W., Purba, J. T., Budiono, S., & Adirinekso, G. P. (n.d.). *How Product Quality, Brand Image and Price Perception Impact on Purchase Decision of Running Shoes?*
- Sudono. (2019). Untuk Kepentingan Apa Batasan Usia Dewasa Itu. *Pengadilan Agama Bliitar Kelas 1A*.
- Sugiyono, P. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (D. Sutopo. S. Pd, MT, Ir. Bandung: Alfabeta.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022a). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232–245.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022b). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232. <https://doi.org/10.36941/ajis-2022-0021>
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, 23(1), 78–94. <https://doi.org/10.1080/15378020.2019.1686897>
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention : measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, VII(3), 238–249. <https://www.um.edu.mt/library/oar/handle/123456789/46531>
- Suwandi, E., Fitri Imansyah, H., Dasril, H., Jurusan, ), & Elektro, T. (2019). Analisis tingkat kepuasan menggunakan skala likert pada layanan Speedy yang bermigtasi ke Indihome. *Jurnal Teknik Elektro Universitas Tanjungpura*, 1(1). <https://jurnal.untan.ac.id/index.php/jteuntan/article/view/31191>

- Taherdoost, H. (2019). *What is the best response scale for survey and questionnaire design; review of different lengths of rating scale / attitude scale / likert scale*. <https://papers.ssrn.com/abstract=3588604>
- Tatael, M. V., Soegoto, A. S., Poluan, J. G., Veren Tatael, M., Soegoto, A. S., Poluan, J. G., Ekonomi, F., Bisnis, D., & Manajemen, J. (2022). Analisis pengaruh kualitas produk dan review online yang di mediasi oleh niat beli terhadap kepuasan konsumen es cream Aice (Studi pada konsumen milenial di Manado). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 124–134. <https://doi.org/10.35794/EMBA.V10I2.39531>
- Tinara Putri, V., Suprapti Program Studi Agribisnis, I., kunci, K., Konsumen, P., & Konjoin, A. (2021). PREFERENSI KONSUMEN SAMBAL DI KOTA SURABAYA DAN KABUPATEN BANGKALAN. *AGRISCIENCE*, 2(1). <https://doi.org/10.21107/AGRISCIENCE.V2I1.11184>
- Tirtayasa, S. (2022). The Effect Of Product Quality, Price, And Innovation On Marketing Performance Moderated Consumer Purchasing Power In UMKM Of Boba Drinks In Deli Serdang. *International Journal of Science, Technology & Management*, 3(6), 1731–1742. <https://doi.org/10.46729/IJSTM.V3I6.642>
- Ufrida, K., & Harianto, S. (2022). Konsumerisme Makanan Siap Saji Sebagai Gaya Hidup Remaja di Kota Surabaya: Studi Kasus Siswa SMA Muhammadiyah 4 Kota Surabaya. *Jurnal Analisa Sosiologi Januari*, 2022(1), 137–156.
- Ulan, K., P, A. K. R., & Sari, D. A. P. (2022). Pengaruh Electronic Word of Mouth dan Brand Image terhadap Purchase Intention dengan Brand Awareness sebagai Intervening: Studi Pada Produsen Dessert Box. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 3(2), 354–373. <https://doi.org/10.21009/JBMK.0302.03>
- Usman, O., & Aryani, Y. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention. *SSRN Electronic Journal*. <https://doi.org/10.2139/SSRN.3511672>
- Wahyu, M., Upadana, K., Agus, K., & Pramudana, S. (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 9(5), 1921–1941. <https://doi.org/10.24843/EJMUNUD.2020.V09.I05.P14>
- Wahyudi, M. A., & Rahmadi, Z. T. (2023). *The Influence of Digitalization, Religiosity and Product Quality on Purchase Decisions of Korean Packaged Food and Beverage Products*. <https://doi.org/10.4108/EAI.17-12-2022.2333267>
- Wekeza, S. V., & Sibanda, M. (2019). Factors Influencing Consumer Purchase Intentions of Organically Grown Products in Shelly Centre, Port Shepstone, South Africa. *International Journal of Environmental Research and Public Health* 2019, Vol. 16, Page 956, 16(6), 956. <https://doi.org/10.3390/IJERPH16060956>
- Wijaya, A. P., & Annisa, I. T. (2020). The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions. *Jurnal Analisis*



*Bisnis Ekonomi*, 18(1), 24–35.

<https://doi.org/10.31603/BISNISEKONOMI.V18I1.3077>

Yumna, Y. (2020). *Penentuan indikator kemiskinan berdasarkan dimensi kualitas kesehatan dan kualitas ekonomi menggunakan Confirmatory Factor Analysis (CFA) di Provinsi Sumatera Utara.*

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? perceived price, service quality, food quality, physical environment quality, and the moderating role of gender.

*Foods* 2020, Vol. 9, Page 460, 9(4), 460.

<https://doi.org/10.3390/FOODS9040460>

