


## DAFTAR PUSTAKA

- Adinugraha, H. H., Sartika, M., & Ulama'i, A. H. A. A. 2019. Halal Lifestyle di Indonesia. *An-Nisbah: Jurnal Ekonomi Syariah*, 5(2), 57-81.
- Afendi, N. A., Azizan, F. L., and Darami, A. I. 2014. Determinants of halal purchase intention: case in Perlis. *International Journal of Business and Social Research*, 4(5), 118-123.
- Al-Qur'an Surah Al-Baqarah [2]: 168.
- Andriani, D., Khalikal, K. A., Aqmarina, L., Nurhayati, T., Permanasari, I. K., Binarwan, R., & Anggraini, A. P. T. 2015. Laporan Akhir Kajian Pengembangan Wisata Syariah. *Laporan Akhir Kajian Pengembangan Wisata Syariah, (Syariah Tourism)*, 1-201.
- Anoraga, Panji. 2000. *Manajemen Bisnis*. Jakarta: PT. Rineka Cipta.
- Ariyanto, D. 2018. Pengaruh Attitude, Subjective Norm, dan Perceived Behavioral Control terhadap Repurchase Intention E-Money. *Jurnal Ilmu Manajemen (JIM)*, Vol 6 (4) 583-589.
- Asmara, A. Y. 2020. Analisis Faktor Persepsi Generasi Z Dalam Memilih Restoran Di Kota Bandung. (*Doctoral dissertation, Universitas Pendidikan Indonesia*).
- 
- Asnawi, N., Sukoco, B.M. and Fanani, M.A. 2018. Halal products consumption in international chain restaurants among global moslem consumers. *International Journal of Emerging Markets*, Vol. 13 No. 5, pp. 1273-1290.
- Assauri, S. 2015. *Manajemen pemasaran*. Jakarta: Raja Grafindo.
- Awan, H. M., Siddiquei, A. N., & Haider, Z. 2015. Factors Affecting Halal Purchase Intention Evidence from Pakistan's Halal Food Sector. *Management Research Review*, 38 (6), 640-660.
- Aziz, A., & Chok, N. 2013. The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. *Journal of International Food and Agribusiness Marketing*, 25, 1-23.
- Azzahra, S. 2018. *Pengaruh kepribadian hexaco, self regulation dan variabel demografis terhadap academic cyberloafing pada Mahasiswa* (Bachelor's thesis, Fakultas Psikologi UIN Syarif Hidayatullah Jakarta).

- Barkan, S.E. 2014. Gender and abortion attitudes: religiosity as a suppressor variable. *Public Opinion Quarterly*, Vol. 78 No. 4, pp. 940-950.
- Bonne, K., & Verbeke, W. 2008. Religious values informing halal meat production and the control and delivery of halal credence quality. *Agriculture and Human Values*, 25(1), 35–47. <https://doi.org/10.1007/s10460-007-9076-y>.
- Borzooei, M., and Asgari, M. 2013. Halal branding and purchase intention: A brand personality appeal perspective. *International Journal of Business and Management Invention*, 2(8), 23-27.
- Bou, J. C., & Satorra, A. 2010. A Multigroup Structural Equation Approach: A Demonstration by Testing Variation of Firm Profitability Across EU Samples. *Organizational Research Methods*, 13(4), 738–766. <https://doi.org/10.1177/1094428109340433>.
- CAP 2006. Panduan Persatuan Pengguna Pulau Pinang: Halal Haram. Persatuan Pengguna Pulau Pinang, Malaysia.
- Cerjak, R.B.Z.M.M. 2017. Importance of intrinsic and extrinsic quality food characteristics by different consumer segments. *British Food Journal*, Vol. 119 No. 4, pp. 1-23.
- Departemen Agama. 2003. *Pedoman Pembelian Belanja Halal*. Direktorat Jenderal Bimbingan Masyarakat Islam dan Penyelenggaraan Haji. Jakarta.
- Desmayonda, A., & Trenggana, A. F. M. 2019. Pengaruh Label Halal Terhadap Keputusan Pembelian Dengan Religiusitas Sebagai Variabel Intervening Di Mujigae Resto Bandung. *Ekonomi Dan Bisnis*, 12(1), 1–95.
- Espejel, J., Fandos, C. and Flavian, C. 2007. The role of intrinsic quality attributes on consumer behavior for traditional food products. *Managing Service Quality: An International Journal*, Vol. 17 No. 6, pp. 681-701.
- Ghanimata, F., & Kamal, M. 2012. Analisis pengaruh harga, kualitas produk, dan lokasi terhadap keputusan pembelian (Studi pada Pembeli Produk Bandeng Juwana Elrina Semarang). *Diponegoro Journal of Management*, 1(4), 13-22.
- Golnaz, R., Zainal Abidin, M., Mad Nasir, S., & Eddie Chiew, F. C. 2010. Non-Muslims' awareness of halal principles and related food products in Malaysia. *International Food Research Journal*, 17, 667–674.
- Golnaz, R., Zainal, A. M., Mad-Nasir, S. & Eddie-Chew, F. C. 2009. Concern of Halalness of Halal-Labelled Food Product among Muslim Consumer in

- Malaysia. Evaluation Selected Demographic Factors. *Economic and Technology Management Review*, 4, 65-73.
- Goni, M. O. 2022. Investigation of the factors that influence Non-Muslims on the purchasing intention of Halal food in Korea. *African Journal of Business Management*, 16(2), 24-31.
- Hair, J., Black, W.C., Babin, B. J., & Anderson, R.E. 2010. *Multivariate Data Analysis (7th Edition)*. NJ: Prentice-Hall Publication.
- Harcar, T. and Yucelt, U. 2012. American consumer's attitudes towards different airline companies channels: a comparison of transaction methods. *Pasos. Revista de Turismo y Patrimonio Cultural*, Vol. 10 No. 2, pp. 59-68.
- Haryanto, B., Purwanto, D., Dewi, A. S., & Cahyono, E. 2019. How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia). *Journal of Asia Business Studies*, 13(4), 525–542. <https://doi.org/10.1108/JABS-10-2018-0299>.
- Haryanto, E. 2013. Kualitas Layanan, Fasilitas dan Harga pengaruhnya terhadap Kepuasan Pengguna Jasa Layanan pada Kantor Samsat Manado. *Jurnal EMBA*. Vol 1. No 3.
- Hawkins, Del I. & Mothersbaugh, David L. 2013. Consumer Behavior: Building Marketing Strategy, 12th edition. *McGraw-Hill/Irwin*. USA.
- Iskandar, D. 2015. Pengaruh Faktor Budaya Sosial, Individu Dan Psikologis Terhadap Keputusan Konsumen Membeli Di Indomaret. *Kelola*, 2(3), 44-60.
- Jamal, A., & Sharifuddin, J. 2015. Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business research*, Vol 68 (5), 933-941.
- Karim, D., Sepang, J. L., & Lumanauw, B. 2014. Marketing mix pengaruhnya terhadap volume penjualan pada PT. Manado Sejati Perkasa Group. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(1).
- Kotler, P. 2000. *Manajemen Pemasaran. Jilid 2*. Jakarta: Bumi Aksara.
- Kotler, P. 2001. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*. Jakarta: PT. Prehallindo.
- Kotler, P. 2009. *Manajemen Pemasaran. Edisi 13*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. 2008. *Marketing principles*. Jakarta: Erlangga.

- Kotler, P., & Keller, K. L. 2009. *Manajemen Pemasaran Jilid 1. Edisi 13*. Jakarta: Erlangga.
- Kotler, P., & Susanto, A. B. 2001. Manajemen pemasaran di Indonesia. *Jakarta: Salemba Empat, 634*.
- Kuncoro E, A., & Ridwan. 2008. *Analisis Jalur*. Bandung: CV. Alfabeta.
- Lada, S., Tanakinjal, G.H., dan Amin, H. 2009. Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management, 2(1)*, 66-76.
- Lamb, Charles. W. *et al.* 2001. *Pemasaran. Buku I Edisi Pertama*. Jakarta: Salemba Empat.
- Legowati, D. A., & Albab, F. N. U. 2019. Pengaruh Attitude, Sertifikasi Halal, Promosi dan Brand terhadap Purchase Intention di Restoran Bersertifikasi Halal. *Ihtifaz: Journal of Islamic Economics, Finance, and Banking, 2(1)*, 39-54.
- Loi, L.T.I., So, A.S.I., Lo, I.S., Ho, L. and Fong, N. 2017. Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management, Vol. 32*, pp. 115-123.
- Mangkunegara, A. P. 2005. *Perilaku Konsumen. Ed. Revisi*. Bandung: PT Refika Aditama.
- Marsum, W. A. 2005. *Restoran Dan Segala Permasalahannya*. Yogyakarta: AndiOffset.
- Mokhlis, S. 2008. Consumer religiosity and the importance of store attributes. *The Journal of Human Resource and Adult Learning, Vol. 4 No. 2*, pp. 122-133.
- Mowen, J. C., & Minor, M. 2002. Perilaku konsumen. *Jakarta: Erlangga, 90*.
- Muchtar, A. 2016. Konsep Makanan Halal Dalam Tinjauan Syariah dan Tanggung Jawab Produk Atas Produsen Industri Halal. *Jurnal Ahkam: XVI*, no. 2. Juli.
- Mukhtar, A., & Butt, M. M. 2012. Intention to choose Halal products: the role of religiosity. *Journal of Islamic Marketing. Vol 3 (2)*, 108-120.
- Munadi, F. A., Ekonomi, F., dan Gunadarma, U. 2008. Analisis Strategi Pemasaran untuk Meningkatkan Penjualan Kendaraan Motor pada CV Turangga Mas Motor. *Journal of Economics*. Hal 1-14.

- Ningrum, W. S., & Harti. 2012. Pengaruh saluran distribusi dan harga jual terhadap volume penjualan sandal pada UKM Sandal di Mojokerto. *Jurnal Unesa. Vol 1. No 1.*
- Nugroho J. Setiadi. 2003. *Perilaku Konsumen. Dalam Konsep Dan Implikasi Untuk Strategi Penelitian Pemasaran.* Jakarta: Penerbit Kencana.
- Peraturan Menteri Pariwisata. 2016.
- Peter, J. Paul dan Olson, Jerry C. 2013. *Perilaku Konsumen dan Marketing Strategy*, Penerjemah: Diah Tantri Dwiandani, Jakarta: Salemba Empat.
- Petrovici, D. A., & Ritson, C. 2006. Factors influencing consumer dietary health preventative behaviours. *BMC Public Health*, 6(1), 222.
- Poortinga, W., & Pidgeon, N. F. 2003. Exploring the dimensionality of trust in risk regulation. *Risk Analysis*, 23(5), 961-972.
- Rangkuti, F. 2002. *Measuring Customer Satisfaction.* PT Gramedia Pustaka Utama.
- Rehman, A.U. and Shabbir, S.M. 2010. The relationship between religiosity and new product adoption. *Journal of Islamic Marketing, Vol. 1 No. 1, pp. 63-69.*
- Rezai, G., Mohamed, Z., & Shamsudin, I. N. 2012. Non-Muslim consumers' understanding of Halal principles in Malaysia. *Journal of Islamic Marketing*, 3(1), 35-46. <https://doi.org/10.1080/17590831211206572>.
- Rianse, U. 2008. *Metodologi Penelitian Sosial dan Ekonomi Teori dan Aplikasi.* Alfabeta. Bandung.
- Saad A, S., & Conway, C. 2006. Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of services marketing*, 20(1), 3-11.
- Said, M., Hassan, F., Musa, R. and Rahman, N.A. 2014. Assessing consumers' perception, knowledge and religiosity on Malaysia's halal food products. *Procedia-Social and Behavioral Sciences, Vol. 130, pp. 120-128.*
- Santoso, S. 2010. *Statistik parametrik.* Elex Media Komputindo.
- Sayani, H. 2015. Customer satisfaction and loyalty in the United Arab Emirates banking industry. *International journal of bank marketing, Vol. 33 Iss 3 pp. 351 – 375.*

- Schiffman, L. G., & Kanuk, L. L. 2007. Consumer behavior. Its origins and strategic applications. *Consumer Behavior*, 2-4.
- Schneider, H., Krieger, J., & Bayraktar, A. 2011. The impact of intrinsic religiosity on consumers' ethical beliefs: does it depend on the type of religion? A comparison of Christian and Moslem consumers in Germany and Turkey. *Journal of Business Ethics*, Vol 102 (2), 319-332.
- Setiadi, N. J. 2003. *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Kencana. Jakarta.
- Setiadi, N. J., & SE, M. 2019. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Vol. 3). Prenada Media.
- Shakona, M.Y. 2013. The influence of religiosity on the intention of United States Muslim tourists to choose a shariah compliant hotel. *Doctoral dissertation, available from ProQuest Dissertations and Theses, Graduate School of Clemson University, SC*.
- Sihite, R. 2000. *Tourism Industry*. SIC. Surabaya.
- Sihombing, D. A., & Ningsih, J. F. 2021. Analisis niat perilaku konsumen pada restoran cepat saji di Kota Batam pada masa pandemi Covid-19. *Jurnal Pemasaran Kompetitif*, 5(1), 1-17.
- Sinclair, J. M. 2010. *Collins English dictionary and thesaurus* (2nd ed.). HarperCollins.
- Soekresno. 2001. *Manajemen Food Beverage Service Hotel*. Jakarta: PT. Gramedia Pustaka Utama.
- Sugiyono. 2006. *Statistika Untuk Penelitian*. Bandung: CV. Alfabeta.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Suharno. 2010. *Marketing in Practice Edisi Pertama*. Yogyakarta: Graha Ilmu.
- Sumarwan, U. 2004. *Perilaku Konsumen, Teori dan Penerapannya Dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Sunarto, R. 2014. *Pangantar Statistika Untuk Penelitian Pendidikan, Sosial, ekonomi, komunikasi, dan Bisnis*. Cet-7. Alfabeta. Bandung.
- Sunyoto, D. 2012. *Dasar-dasar manajemen pemasaran*. Yogyakarta: Caps.

- Suryani, T. 2008. *Perilaku Konsumen, Implikasi Pada Strategi Pemasaran*. Yogyakarta Graha Ilmu.
- Suryani, T. 2013. *Perilaku konsumen di era internet: Implikasinya pada strategi pemasaran*.
- Sutarso, S. 2010. *Marketing In Practice*. Yogyakarta: Graha Ilmu.
- Swanson, V., Power, K., Kaur, B., carter, H., & Shepherd, K. 2006. The impact of knowledge and social influences on adolescent's breast - feeding beliefs and intentions. *Public Health Nutrition*, 9(3), 297–305.
- Syafrida, S. 2016. Sertifikat Halal Pada Produk Makanan Dan Minuman Memberi Perlindungan Dan Kepastian Hukum Hak-Hak Konsumen. *ADIL: Jurnal Hukum*, 7(3), pp. 160–174.
- Tabassi, S., Esmailzadeh, P. & Sambasivan, M. 2012. The role of animosity, religiosity and ethnocentrism on consumer purchase intention: a study in Malaysia toward European brands. *African Journal of Business Management*, Vol. 6 No. 23, pp. 6890-6902, doi: 10.5897/AJBM11.2867.
- Tarkiainen, A., and Sundqvist, S. 2005. Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British food journal*.
- Ujang, S. 2011. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal.
- Usman, H. dan N. Sobari. 2013. *Aplikasi Teknik Multivariate: Untuk Riset Pemasaran*. Jakarta, Raja Grafindo Persada.
- Vranes'evic', T. and Stan\_cec, R. 2003. The effect of the brand on perceived quality of food products. *British Food Journal*, Vol. 105 No. 11, pp. 811-825.
- Weaver, G. R., & Agle, B. R. 2002. Religiosity and ethical behavior in organizations: A symbolic interactionist perspective. *Academy of management review*, Vol 27 (1), 77-97.
- Wu, Y., Yang, Y. and Chiu, C.Y. 2014. Responses to religious norm defection: the case of Hui Chinese Muslims not following the halal diet. *International Journal of Intercultural Relations*, Vol. 39, pp. 1-8.