

DAFTAR PUSTAKA

- Andhikawati, A., Junianto, Permana, R., & Oktavia, Y. (2021). Komposisi gizi ikan terhadap kesehatan tubuh manusia: A review. *MARINADE*, 4(2), 76–84. <http://ojs.umrah.ac.id/index.php/marinade>
- Bhattacharya, S., *et al.* (2020). *E-commerce and seafood distribution: The role of digital platforms. Food Distribution Research.*
- Belvivatria. (2010). *Pengelolaan Ikan Bandeng Tanpa Duri*. Jurnal Ilmu Pengetahuan dan Rekayasa, 1(18), 18–24.
- Bishop, M., *et al.* (2017). Market structure and distribution channels in seafood markets. *Journal of Marine Economics.*
- BPS Kabupaten Cilacap. (2023). *Statistik Perikanan Laut yang Dijual di TPI Cilacap 2023*. Cilacap: Badan Pusat Statistik.
- BPS. (2024). *Rata-rata Konsumsi Per Kapita Seminggu Menurut Kelompok Ikan per Kabupaten/Kota*. Jakarta: Badan Pusat Statistik.
- Case, K. E., Fair, R. C., & Oster, S. M. (2017). *Principles of Economics* (12th ed.). Pearson.
- Chavez, E., *et al.* (2017). Cold chain logistics in seafood *e-commerce*. *International Journal of Food Logistics.*
- Cozby, P. C., & Bates, S. C. (2011). *Methods in behavioral research* (11th ed.). New York: McGraw-Hill.
- Dimiyati. (2013). *Belajar dan Pembelajaran*. Jakarta: Bumi Aksara.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Fatrina, D. (2020). Pengaruh live-chat dan e-WOM terhadap pengambilan keputusan transaksi online pada marketplace *e-commerce*. *Jurnal Nasional Teknologi dan Sistem Informasi*, 5(3), 121–129.
- Hidayati, N., & Mulyani, A. (2023). Analisis strategi distribusi ikan dalam meningkatkan efisiensi rantai pasok di pasar tradisional dan modern. *Jurnal Ekonomi Maritim*, 12(2), 145–159.
- Hossain, S., & Hossain, M. (2018). The rise of online fish distribution in South Asia. *Asia Pacific Fisheries and Trade Journal.*
- Kohls, R.L and J.N.Uhl. 2002. *Marketing of Agricultural Products*, MacMillan Publishing Company. New York.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Krugman, P., & Wells, R. (2018). *Microeconomics* (5th ed.). Worth Publishers.

- Kumar, P., et al. (2019). The role of e-commerce in seafood sales. *Agricultural Economics Review*.
- Kuhn, T., et al. (2018). Sustainable seafood marketing via e-commerce platforms. *Journal of Food Marketing*.
- Lestari, V. W., Hidayati, N., & Rizal, M. (2020). Pengaruh Kepercayaan Konsumen, Keamanan, dan Kemudahan terhadap Keputusan Pembelian Online (Studi pada Pengguna Lazada.co.id di Fakultas Ekonomi dan Bisnis Universitas Islam Malang). *E-Jurnal Riset Manajemen Prodi Manajemen Fakultas Bisnis Dan Ekonomi Unisma*, 102–117.
- Lugiana, H., Nurhidayati, & Mawardi, M. K. (2021). Strategi pemasaran pedagang pasar tradisional dalam meningkatkan daya saing. *Jurnal Manajemen dan Kewirausahaan*, 9(1), 45–52. <https://doi.org/10.24815/jmk.v9i1.19406>
- Mankiw, N. G. (2020). *Principles of Microeconomics* (9th ed.). Cengage Learning.
- Martins, R., et al. (2015). Traditional fish markets and price fluctuation: A case study. *Journal of Agribusiness*.
- McIntyre, M., & Brown, L. (2014). Geography of fish distribution in inland markets. *Geography and Economics of Fisheries*.
- Memon, M. A., Ramayah, T., Ting, H., & Cheah, J.-H. (2025). Purposive sampling: A review and guidelines for quantitative research. *Journal of Applied Structural Equation Modeling*, 9(1), 1–23.
- Muir, J., et al. (2016). The cost of fish distribution: Traditional vs. modern markets. *Fish Economics Journal*.
- Muzayanah. (2015). Teori lokasi industri Alfred Weber dan implikasinya dalam pemilihan lokasi industri. *Jurnal Geografi*, 13(2), 116–135.
- Nontji, A. (2005). Pengaruh Sektor Perikanan terhadap PDB Indonesia. *Prosiding Seminar Nasional*.
- Nurhayati, S., Prasetyo, D. D., & Hapsari, N. (2022). Analisis fluktuasi harga ikan tongkol dan bandeng di pasar tradisional wilayah pesisir. *Jurnal Ilmu dan Teknologi Kelautan Tropis*, 14(2), 215–226. <https://doi.org/10.29244/jitkt.v14i2.42561>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and Policy in Mental Health and Mental Health Services Research*, 42(5), 533–544. <https://doi.org/10.1007/s10488-013-0528-y>

- Partelow, S., Sulu, R., & Song, A. M. (2023). *Seafood consumption changes and COVID-19 impact index in West Nusa Tenggara, Indonesia*. PLOS ONE, 18(1), e0280134. <https://doi.org/10.1371/journal.pone.0280134>
- Perloff, J. M. (2016). *Microeconomics* (7th ed.). Pearson.
- Pindyck, R. S., & Rubinfeld, D. L. (2018). *Microeconomics* (9th ed.). Pearson Education Limited.
- Purnomo, H., *et al.* (2017). Government policies in supporting fish distribution. *Government and Fisheries Journal*.
- Putri, A. P., Hetami, A. A., Fourqoniah, F., Andriana, A. N., Ardiyani, M., Salsabila, Muniroh, T. U., Riandani, R., Muliyani, E., Yasshyka, A., Listiana, A. P., & Indah, S. R. (2022). Pelatihan Digital Marketing untuk Mencapai Optimalisasi Strategi Pemasaran pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 3(2), 828–839.
- Putri, R. M., Santoso, D., & Widyastuti, E. (2023). *Preferensi konsumen terhadap ikan segar di pasar tradisional Jawa Tengah*. *Jurnal Sosial Ekonomi Kelautan dan Perikanan*, 18(1), 33–44. <https://doi.org/10.15578/jsekp.v18i1.11732>
- Pratama, N. B., & Deniesa, S. (2023). Legal Protection for Tik Tok Shop Buyers: Comparison between China and Indonesia. *Indonesian Comparative Law Review*, 5(2), 75–89.
- Rahman, M. N., Noor, M. I., & Latiff, I. A. (2020). *Consumer fish consumption preferences and contributing factors: Empirical evidence from Rangpur City Corporation, Bangladesh*. *Heliyon*, 6(12), e05781. <https://doi.org/10.1016/j.heliyon.2020.e05781>
- Ravichandran, R., *et al.* (2020). Technology and e-commerce in seafood trade. *Fisheries Science & Technology Journal*.
- Rismaya, T., Muslim, U. B., & Shiddieqy, H. A. (2022). Analisis Mengenai Pengaruh Promosi, Kepercayaan, Harga, Dan Kualitas Pelayanan Terhadap Minat Beli Pada E-commerce Ditinjau Dari Sudut Pandang Syariah (Studi Pada Pengguna Shopee). *Sahid Business Journal: Sharia Business Management Research Journal: Sharia Business Management Study Program*, 1(01), 49–60.
- Saefudin, A., *et al.*, (2015). Tingkat Konsumsi Ikan di Indonesia: Ironi di Negeri Bahari. *Neliti*.
- Samuelson, P. A., & Nordhaus, W. D. (2010). *Economics* (19th ed.). McGraw-Hill Education.
- Sarkar, M., *et al.* (2018). Reducing intermediaries: E-commerce solutions for seafood supply chain. *Fish Economics Journal*.
- Qodrunnada, S., & Hafiludin, H. (2023). *Analisis rantai distribusi ikan hasil tangkapan nelayan di Tempat Pelelangan Ikan Branta Kabupaten Pamekasan*. *Juvenil: Jurnal Ilmiah Kelautan dan Perikanan*, 4(1), 1–10. <https://journal.trunojoyo.ac.id/juvenil/article/view/21135>

- Solihat, R., *et al.* (2022). Peran *E-commerce* dalam Transformasi Bisnis di Era Digital. *Jurnal Teknologi & Bisnis*, 14(1), 67–80.
- Sugiyono. (2014). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.
- Sundar, D., & Gupta, R. (2020). Enhancing seafood logistics: The digital advantage. *Marine Logistics Review*.
- Suryana, E. A., Effendi, M. W., & Luna, P. (2023). Tantangan dan strategi kebijakan pengurangan limbah pangan di Indonesia. *Forum Penelitian Agro Ekonomi*, 41(1), 1–14. <https://doi.org/10.21082/fae.v41n1.2023.1-14>
- Suryaningrat, Y., Sutrisno, S., & Ratih, S. D. (2021). Pengaruh kualitas produk dan penetapan harga terhadap kepuasan konsumen air minum isi ulang. *Jurnal Ilmu Ekonomi Manajemen dan Akuntansi*, 2(2), 117–131.
- Venugopal, V. (2018). Nutrients and Nutraceuticals from Seafood. *Bio. Mol. Food*, 1–45. doi: 10.1007/978-3-319-54528-8_36-2
- Van Weezel, L., Oosterveer, P., & Mol, A. P. J. (2019). *Fish distribution, food security and loss reduction in Indonesia: A socio-technical perspective*. *Marine Policy*, 100, 314–323. <https://doi.org/10.1016/j.marpol.2018.12.010>
- Van Weezel, M., *et al.* (2019). *E-commerce* in perishable goods and fish distribution. *Journal of Agribusiness Logistics*.
- Varian, H. R. (2014). *Intermediate Microeconomics: A Modern Approach* (9th ed.). W. W. Norton & Company.
- Verghese, A., *et al.* (2016). Cold chain management in seafood distribution. *International Journal of Food Logistics*.
- Williamson, O. E. (1981). The economics of organization: The transaction cost approach. *American Journal of Sociology*, 87(3), 548–577.
- Winoto, E. S., & Arifin, M. (2024). Penentuan lokasi pusat distribusi alternatif gudang beras di Kerisidenan Surakarta melalui pendekatan metode center of gravity. *Jurnal Trinistik*, 3(1), 1–8.
- Wong, J., *et al.* (2015). Impact of cold chain technology on fish distribution. *Fisheries Science & Technology Journal*.
- Yanto, & Susanto, D. (2024). Analisis preferensi konsumen terhadap penjualan di *platform e-commerce*: Studi kasus Shopee di Indonesia. *AK DBB Journal of Economics and Business (AJEB)*, 3(1), 1–15.
- Yuliarti, D. P. (2015). Pengembangan kawasan minapolitan (Studi kasus: Pelabuhan Perikanan Samudera Cilacap). *Jurnal Pembangunan Wilayah dan Kota*, 11(3), 364–375.