

DAFTAR PUSTAKA

- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alba, & Hutchinson. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411–454.
- Alexandra Theben, Melissa Gerards, & Frans Folkvord. (2020). The Effect of Packaging Color and *Health claims* on Product Attitude and Buying Intention. *Int. J. Environ. Res. Public Health*, 17, 1991.
- Allport, G. W. (1967). Attitudes in Attitude Theory and Measurement. *University of CA, Berkeley, CA*.
- Basyir, A. (2019). Pengaruh Fashion Lifestyle dan Pengetahuan Produk Terhadap Minat Beli (Studi Terhadap Konsumen Batik Tulis Madura Al-Fath KKG Bangkalan). *Jurnal Pendidikan Tata Niaga(JPTN)*, 73(4), 564–570.
- Bou Fakhreddine, L., Martínez, M. G., Sánchez, M., & Schnettler, B. (2023a). Consumers' *Willingness to Pay* for *health claims* during the COVID-19 pandemic: A moderated mediation analysis. *Journal of Agriculture and Food Research*, 11. <https://doi.org/10.1016/j.jafr.2023.100523>
- Bou Fakhreddine, L., Martínez, M. G., Sánchez, M., & Schnettler, B. (2023b). Consumers' *Willingness to Pay* for *health claims* during the COVID-19 pandemic: A moderated mediation analysis. *Journal of Agriculture and Food Research*, 11. <https://doi.org/10.1016/j.jafr.2023.100523>
- Braunsberger, K., M. Luckett., & R. B. Buckler. (2009). Dimensions of Total *Product Knowledge* in a Service Environment. *Journal of Services Marketing*.
- Chandon, P., & Cadario, R. (2023). Healthy in the wrong way: Mismatching of marketers' food claim use and consumers' preferences in the United States but not France. *Journal of the Academy of Marketing Science*, 51, 153–173.
- De Gennaro, B. C., Roselli, L., Bimbo, F., Carlucci, D., Cavallo, C., Cicia, G., Del Giudice, T., Lombardi, A., Paparella, A., & Vecchio, R. (2021). Do Italian consumers value *health claims* on extra-virgin olive oil? *Journal of Functional Foods*, 81. <https://doi.org/10.1016/j.jff.2021.104461>
- Dean, M., Shepherd, R., Arvola, A., Vassallo, M., Winkelmann, M., Claupein, E., & Saba, A. (2007). Consumer perceptions of healthy cereal products and production methods. *Journal of Cereal Science*, 46(3), 188–196.
- Euromonitor International. (2023). *Global functional food market trends*.
- F. Lalor, J. Kennedy, & P. Wall. (2009). The impact, among third-level students, of nutrition knowledge on behaviour towards products with *health claims*. *Proceedings of the Nutrition Society*, 68(OCE3: Irish Section of The Nutrition Society), 17–19.

- Ferdinand Augusty. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *In Journal of Cleaner Production*, 172, 1848–1866.
- Suaranasional.id. (2023). Masyarakat rela keluar uang lebih demi kesehatan. <https://suaranasional.id>
- Hernandez-Fernandez, A., Kuster-Boluda, I., & Vila-Lopez, N. (2022). Nutritional information labels and *health claims* to promote healthy consumption. *Journal of Business & Industrial Marketing*, 37(8), 1650–1661.
- Intansari, M. M., & Muslichah. (2022). Faktor-faktor yang Melatarbelakangi Minat Beli Konsumen pada Kosmetik Ramah Lingkungan di Indonesia. *Jurnal Mahasiswa Bisnis & Manajemen*, 01(04), 220–236.
- James F., & Engel. (n.d.). *pengertian perilaku konsumen* (Edisi 6 : Jilid 1). Penerbit Binarupa Aksara.
- Jemal Ahmed, Tewodros Tefera, & Girma T. Kassie. (2020). Consumers' preference and *Willingness to Pay* for enriched snack product traits in Shashamane and Hawassa cities, Ethiopia. *Agricultural and Food Economics*, 8, 14.
- Kant, R., Mehta, B., Jaiswal, D., & Kumar, A. (2024). Adoption intention and *Willingness to Pay* for electric vehicles: role of social-psychological attributes, fiscal incentives and socio-demographics. *Management of Environmental Quality*, 35(4), 945–963. <https://doi.org/10.1108/MEQ-05-2023-0161>
- Kumari, P., & Bhateja, B. (2022). How COVID-19 impacts consumer purchase intention towards health and hygiene products in India? *South Asian Journal of Business Studies*, 13(1), 118–136.
- LaMorte, W. W. (2018). *The theory of planned behavior*.
- Lara Bou Fakhreddine, Marian García Martínez, Mercedes Sanchez, & Berta Schnettler. (2023). Consumers' *Willingness to Pay* for *health claims* during the COVID-19 pandemic: A moderated mediation analysis. *Journal of Agriculture and Food Research*, 11, 100523.
- Luthfiana, D. N., Andika, A., & Bidayati, U. (2024). Unraveling the complexity of the organic food market: Indonesian consumer perspective on price and *Product Knowledge*. *Asian Management and Business Review*, 73–89. <https://doi.org/10.20885/ambr.vol4.iss1.art5>
- Michael Siegrist, Nathalie Stampfli, & Hans Kastenholz. (2008). Kepercayaan dan sikap positif terhadap klaim kesehatan meningkatkan *Willingness to Pay* untuk makanan fungsional. *Appetite*, 51, 526–529.

- Mulati, I. R., & Kuswati, R. (2022). Pengaruh Sikap Lingkungan Terhadap Perilaku Pro Lingkungan Yang Dimediasi Oleh Kepedulian Lingkungan Dan Kemauan Membayar Lebih. *Jurnal Bisnis Dan Manajemen*, 18 (3), 157–167.
- Ngah, A. H., Gabarre, S., Eneizan, B., & Asri, N. (2021). Mediated and moderated model of the *Willingness to Pay* for halal transportation. *Journal of Islamic Marketing*, 12(8), 1425–1445. <https://doi.org/10.1108/JIMA-10-2019-0199>
- Pichierri, M., Peluso, A. M., Pino, G., & Guido, G. (2021). Communicating the health value of extra-virgin olive oil: an investigation of consumers' responses to *health claims*. *British Food Journal*, 123(2), 492–508. <https://doi.org/10.1108/BFJ-03-2020-0198>
- Prasetya, M., & Susilo, D. (2022). The Effect of Content Marketing on Purchase Intention through Customer Engagement as Variable Mediation. *Jurnal Komunikasi Profesiona*, 6, 423–434.
- Puspita, I. D. (2020). Hubungan Promosi dan Pelayanan Gofood dengan Perilaku Konsumsi Pangan Obesogenik dan Status Gizi Remaja. *Jurnal Riset Gizi*, 8(2), 95–100.
- Puteh, S. E. W., Ahmad, S. N. A., Aizuddin, A. N., Zainal, R., & Ismail, R. (2017). Patients' *Willingness to Pay* for their drugs in primary care clinics in an urbanized setting in Malaysia: a guide on drug charges implementation. *Asia Pacific Family Medicine*, 16 (1).
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Sekaran, U., & Bougie, R. (2016). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keterampilan*. 7.
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K. (2018). “Locally sourced restaurant: consumers' *Willingness to Pay*”. *Journal of Foodservice Business Research*, Vol. 21 No. 1, 68–82.
- Steinhauser, J., Janssen, M., & Hamm, U. (2019). Who buys products with nutrition and *health claims*? A purchase simulation with eye tracking on the influence of consumers' nutrition knowledge and health motivation. *Nutrients*, 11(9). <https://doi.org/10.3390/nu11092199>
- Suara Nasional. (2024, Desember 14). *Survei: Masyarakat Indonesia semakin prioritaskan pola makan sehat*. <https://www.suaranasional.id/2024/12/survei-masyarakat-indonesia-semakin-prioritaskan-pola-makan-sehat.html>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.CV.

- Taewoo Roh, Junhee Seok, & Yaeri Kim. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67.
- Tran, B. and N. L. H. (2017). Preference and *Willingness to Pay* for traditional medicine services in rural ethnic minority community in Vietnam. *BMC Complementary and Alternative Medicine*, 16(1), 48.
- Tridiwianti, F., & Harti. (2020). Pengaruh Green Product Awareness Dan Pengetahuan Produk Terhadap Keputusan Pembelian Produk Green Body Care. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9 (1), 1104–1110.
- Troudi, H., & Bouyoucef, D. (2020). Predicting purchasing behavior of green food in Algerian context. *EuroMed Journal of Business*, 15 (1), 1–21.
- Valarie A. Zeithaml. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52 (3), 21.
- VOI. (2024). 89% konsumen Indonesia prioritaskan pola makan sehat. <https://voi.id>
- Antara News. (2024). Resolusi 2025 masyarakat Indonesia: gaya hidup sehat meningkat. <https://www.antaraneews.com>
- Wajdi, M. F., Aji, H. M., & Muhammad, S. (2020). Factors affecting the intention to purchase halal cosmetics on Instagram: EWOM and brand image. *Asian Journal of Islamic Management (AJIM)*, 2(1), 1–11.
- WHO. (2021). *Global status report on noncommunicable diseases*. Geneva: World Health Organization.
- Wim Verbeke, Joachim Scholderer, & Liisa Lähteenmäki. (2009). Consumer appeal of nutrition and *health claims* in three existing product concepts. *Appetite*, 52(3), 684–692.
- World Instant Noodles Association. (2022). *Global demand for instant noodles*.
- Xinyi Hong, Chenguang Li, Liming Wang, Zhifeng Gao, Mansi Wang, Haikuan Zhang, & Frank J. Monahan. (2022a). The Effects of Nutrition and *Health claim* Information on Consumers' Sensory Preferences and *Willingness to Pay*. *Foods*, 11, 3460.
- Xinyi Hong, Chenguang Li, Liming Wang, Zhifeng Gao, Mansi Wang, Haikuan Zhang, & Frank J. Monahan. (2022b). The Effects of Nutrition and *Health claim* Information on Consumers' Sensory Preferences and *Willingness to Pay*. *Foods*, 11, 3460.