

DAFTAR PUSTAKA

- Adinata, R. S., Srisayekti, W., & Jatnika, R. (2025). The role of perceived teacher, peer, and parental support in school belonging among vocational high school students. *International Journal of Adolescence and Youth*, 30(1), 25–36.
- Agrawal, D. K. (2022). Determining behavioural differences of Y and Z generational cohorts in online shopping. *International Journal of Retail & Distribution Management*, 50(7), 880–895.
- Alfora, D., Saori, E., & Fajriah, L. N. (2023). Pengaruh konsumsi makanan cepat saji terhadap gizi remaja. *FLORONA: Jurnal Ilmiah Kesehatan*, 2(1), 43–49.
- Arianty, N., & Andira, A. (2021). Pengaruh brand image dan brand awareness terhadap keputusan pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50.
- Ballester, E. D. (2003). Controversia conceptual sobre el capital de marca: propuesta de un marco teórico de análisis. *Revista Europea de Dirección y Economía de La Empresa*, 12(3), 7–24.
- BPJPH. (2024). *Pasar Halal Tembus Rp20.000 Triliun*, Kepala BPJPH: Peluang Market yang Harus Kita Ambil. Bpjph.Halal.Go.Id. <https://bpjph.halal.go.id/detail/pasar-halal-tembus-rp20-000-triliun-kepala-bpjph-peluang-market-yang-harus-kita-ambil>
- BPS. (2022). *Statistik Perusahaan Peternakan Unggas 2022*. Bps.Go.Id. <https://www.bps.go.id/id/publication/2023/08/16/5d2d32f02d306f1576d936a7/statistik-perusahaan-peternakan-unggas-2022>
- BPS. (2025). *Proporsi Individu Yang Menggunakan Internet Menurut Kelompok Umur (Persen), 2019*. Bps.Go.Id. <https://www.bps.go.id/id/statistics-table/2/MTIyOCMy/proporsi-individu-yang-menggunakan-internet-menurut-kelompok-umur.html>
- Cahyono, Y., Suryani, P., & Elvandari, N. (2020). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian di PT. Vista Bangun Propertindo. *Journal of Industrial Engineering & Management Research*, 1(1), 103–126.
- Carabain, C. L., & Bekkers, R. (2012). Explaining differences in philanthropic behavior between Christians, Muslims, and Hindus in the Netherlands. *Review of Religious Research*, 53(4), 419–440.
- Chen, N., Cai, J., Kannan, D., & Govindan, K. (2024). Optimal channel selection considering price competition and information sharing under demand uncertainty. *Industrial Management & Data Systems*, 124(4), 1329–1355.

- CNBC. (2024). *Bisnis Ayam dalam Putaran Roda Ekonomi Indonesia*. Cnbcindonesia. <https://www.cnbcindonesia.com/research/20240110091011-128-504360/bisnis-ayam-dalam-putaran-roda-ekonomi-indonesia>
- Daoudi, H., & Develi, E. İ. (2023). Impact of gender and monthly income on consumer buying behavior. *Journal of International Trade, Logistics and Law*, 9(1), 241–250.
- Du, N., Liu, L., Yin, Z., Xu, C., & Yin, S. (2025). Does income have a non-linear impact on residents' BMI? Re-examining the obesity Kuznets curve. *BMC Public Health*, 25(1), 958–967.
- Gaspersz, V. (2011). *Total Quality Management (untuk Praktisi Bisnis dan Industri)*. Jakarta: Penebar Swadaya.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21, Edisi 8*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS (9th ed.)*. Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariant dengan Program IBM SPSS 23*. Universitas Diponegoro.
- Gujarati, D. N. (2012). *Dasar-dasar Ekonometrika (Vol. 2)*. Jakarta: Salemba Empat.
- Halan, D., Aashish, K., & Thaichon, P. (2025). Continuous purchase intention of organic personal care products: evidence from India. *Journal of International Consumer Marketing*, 37(1), 23–40.
- Hanggara, A. (2019). *Pengantar akuntansi*. Jakarta : Jakad Media Publishing.
- Hisan, K., & Rizkia, K. (2021). Pengaruh Kualitas Pelayanan Dan Kepercayaan Merek Terhadap Keputusan Pembelian Pada Situs Lazada (Studi Kasus Pada Masyarakat Kota Langsa). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 9(2), 255–262.
- Hosmer, D. W., Lemeshow, S., & Sturdivant, R. X. (2013). *Applied logistic regression*. New York : John Wiley & Sons.
- Ismail, M. (2023). Pengaruh Sistem Pelayanan Bank Syariah Indonesia Sarolangun Terhadap Kepuasan Nasabah. *Jurnal Ilmiah Manajemen, Ekonomi Dan Bisnis*, 2(3), 154–170.
- Juliyanti, B., & Onsardi, O. (2020). Pengaruh Disiplin Kerja Dan Motivasi Kerja Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (Pdam) Kota Bengkulu. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1(2), 183–191.

- Khabibi, N., & Supriyadi, H. (2020). Pengaruh Kemasan, Harga Dan Promosi Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Santri. *Jurnal Ilmu Dan Riset Manajemen (Jirm)*, 9(12), 1–7.
- Kotler, P., & Armstrong, G. (2008). *Prinsip - prinsip pemasaran. Edisi 12 Jilid 1*. Airlangga.
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 2(1), 1–8.
- Lim, L. S., Tang, X. H., Yang, W. Y., Ong, S. H., Naumovski, N., & Jani, R. (2021). Taste Sensitivity and Taste Preference among Malay Children Aged 7 to 12 Years in Kuala Lumpur—A Pilot Study. *Pediatric Reports*, 13(2), 245–256.
- Lubis, A. Z., Setiawan, & Mulyatno, B. (2021). Analysis of Efficiency of Use of Factors Production Rice Farming Polluted and Unpolluted By Slaughterhouses Waste In Penggaron Kidul Semarang. *Habitat*, 3(1), 1–14.
- Macrotrends. (2025). *McDonald's Revenue 2011-2025*. Macrotrends.Net. <https://www.macrotrends.net/stocks/charts/MCD/mcdonalds/revenue>
- Mankiw, N. G., & Weinzierl, M. C. (2011). *An exploration of optimal stabilization policy*. National Bureau of Economic Research.
- Meyers, L. S., Gamst, G. C., & Guarino, A. J. (2013). *Performing data analysis using IBM SPSS*. New York : John Wiley & Sons.
- Mu'ammal, I., & Oktavendi, T. W. (2021). The role of risk, trust, social influence on zis online payment adoption: Generation-Z perspectives. *Jurnal Reviu Akuntansi Dan Keuangan*, 11(2), 430–446.
- Nadila, K., & Hasan, G. (2022). Pengaruh Loyalitas Pelanggan Terhadap Restoran Fast Food Di Batam. *Jurnal Apresiasi Ekonomi*, 10(2), 194–203.
- Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 3(4), 70–81.
- Nandy. (2021). *Strategi Diferensiasi: Pengertian, Aspek, dan Jenisnya!* Jakarta : Erlangga.
- Nasution, M. F. R. (2014). Pengaruh promosi dan harga terhadap minat beli perumahan obama PT. Nailah Adi Kurnia SEI Mencirim Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 14(2), 1–8.
- Nasution, S. I. (2017). Analisis Faktor-faktor yang Berpengaruh terhadap Motivasi Berprestasi Mahasiswa Prodi manajemen Pendidikan Islam Fakultas Tarbiyah dan

- Keguruan UIN Raden Intan Lampung. *Al-Idarah: Jurnal Kependidikan Islam*, 7(2), 327–338.
- Neiba, N., & Singh, N. T. (2024). Effect of green marketing, green consumption values and green marketing approaches on organic purchase intention: Evidence from the Manipur. *International Review of Management and Marketing*, 14(5), 18–26.
- Olumekor, M., Singh, H. P., & Alhamad, I. A. (2024). Online grocery shopping: exploring the influence of income, internet access, and food prices. *Sustainability*, 16(4), 1545–1556.
- Pane, D. N., Dayu, W., & Hasanah, N. (2024). *Determinasi Minat Beli Konsumen*. Jakarta : Serasi Media.
- Pavitt, K. (1984). Sectoral patterns of technical change: towards a taxonomy and a theory. *Research Policy*, 13(6), 343–373.
- Pindyck, R. S. (2018). *Microeconomics ninth edition GLoBAL edition*. New York : Pearson.
- Pratt, A. B., Robinson, S. G., Voorhees, C. M., Wang, J., & Giebelhausen, M. D. (2023). Unintended effects of price promotions: Forgoing competitors' price promotions strengthens incumbent brand loyalty. *Journal of the Academy of Marketing Science*, 51(5), 1143–1164.
- Prensky, M. (2001). Digital natives, digital immigrants part 2: Do they really think differently? *On the Horizon*, 9(6), 1–6.
- Pyndick, R. S., & Rubinfeld, D. . (2021). *Mikroekonomi* (Edisi 8). Jakarta : Erlangga.
- Raharja, P., & Manurung, M. (2015). *Teori Ekonomi Mikro*. Jakarta: Fakultas Ekonomi Universitas Indonesia.
- Rajput, A., Halan, D., & Srivastava, V. (2025). Influence of consumption values on consumer attitude towards sustainable apparel purchase intention: evidence from the Indian apparel market. *Jaipuria Institute of Management*, 4(2), 1–18.
- Ramadhan, M. A. F. (2019). Pengaruh Citra Merek, Kepercayaan, Dan Komitmen Terhadap Loyalitas Pelanggan Aplikasi Transportasi Online Gojek Di Kota Malang. *Jurnal Ilmu Manajemen (JIMMU)*, 4(2), 153–169.
- Republik Indonesia. (2024). *Peraturan Pemerintah (PP) Nomor 42 Tahun 2024 tentang Penyelenggaraan Bidang Jaminan Produk Halal*. Jakarta : Republik Indonesia RI.
- Santoso, T., & Hutagalung, F. G. P. (2025). Pengaruh Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan di Outlet Taliwang Bali Balikpapan. *Jurnal SAGA*,

- 3(3), 32–58.
- Saputro, A. M., Riawan, R., & Kristiyana, N. (2023). Pengaruh Komunikasi Interpersonal Salesman, Harga, dan Produk Kompetitor terhadap Keputusan Pembelian Produk Kopiko di Costumer Base Retail. *ASSET: Jurnal Manajemen Dan Bisnis*, 6(2), 1–18.
- Satrio, D., & Putri, K. A. S. (2023). Pengaruh citra merek dan harga terhadap loyalitas pengguna Iphone dimediasi oleh kepercayaan merek (studi pada mahasiswa kota Malang). *Ekonomis: Journal of Economics and Business*, 7(1), 614–620.
- Schiffman, L. G., & Kanuk, L. . (2010). *Consumer Behaviour (10th ed)*. New Jersey: Pearson Prentice Hall.
- Secapramana, L. V. H. (2000). Model dalam strategi penetapan harga. *Unitas*, 9(1), 30–43.
- Siahaan, N. H. T., Sudirman, A., & Nugroho, Y. W. (2005). *Hukum konsumen: perlindungan konsumen dan tanggungjawab produk*. Jakarta : Panta Rei.
- Sima, H., Wu, S., Yan, Z. J., Luo, N., & Chen, Y. (2025). The impact of livestreaming e-commerce on consumer purchase intention in China. *Journal of Consumer Marketing*, 2(1), 1–14.
- Solomon, S. M., Pasarin, L., Sufaru, I. G., & Maria, A. (2023). Considerations on the effects of taste changes caused by long-covid on nutrition and oral health. *Rom J Oral Rehabilit*, 15(3), 284–295.
- Sorlí, J. V, de la Cámara, E., González, J. I., Portolés, O., Giménez-Alba, I. M., Fernández-Carrión, R., Coltell, O., González-Monje, I., Saiz, C., & Pascual, E. C. (2025). From Liking to Following: The Role of Food Preferences, Taste Perception, and Lifestyle Factors in Adherence to the Mediterranean Diet Among Young Individuals. *Nutrients*, 17(3), 600–612.
- Sovia, A. (2025). *Buku Ajar Manajemen Marketing: Menavigasi Tren Dan Tantangan Baru*. Jakarta : PT. LYRZ Bright Future.
- Sugiyono. (2010). *Metode Penelitian Pendidikan*. Bandung: Alfabeta.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&B*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Administrasi, dilengkapi dengan Metode R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, R&D*. alfabet.
- Sugiyono. (2018). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Alfabeta CV.

- Sukirno, S. (2005). *Makro Ekonomi Modern*. Jakarta: PT Raja Grafindo Persada.
- Utami, D. N., Trimo, L., Judawinata, M. G., & Suminartika, E. (2023). Pengaruh Kepercayaan Merek, Citra Merek, dan Promosi Terhadap Keputusan Pemilihan Platform Pembelian Buah dan Sayur Online. *Jurnal Agribisnis Indonesia (Journal of Indonesian Agribusiness)*, 11(1), 64–74.
- Xi, Z., Zhao, Y., Ren, Y., Zheng, Z., & Han, X. (2025). The asymmetric price effects on food demand and nutrient intake of rural low-income households in China. *China Agricultural Economic Review*, 2(1), 1–22.
- Yang, D., Hua, Y., Liu, S., Zhang, Z., Chan, F. T. S., & Wang, L. (2025). A blockchain-driven Pu-erh tea supply chain: product pricing and coordination mechanism design. *Industrial Management & Data Systems*, 125(7), 2267–2297.

