

## DAFTAR PUSTAKA

- Abdul, M., Ismail, H., Hashim, H. and Johari, J. 2009. "Consumer decision making process in shopping for halal food in Malaysia", *China-USA Business Review*, Vol. 8 No. 9, pp. 40-47.
- Ahmed Waqar, Arsalan Najmi, Hafiz Muhammad Faizan, Shaharyar Ahmed. 2018. Consumer behaviour towards willingness to pay for Halal products: An assessment of demand for Halal certification in a Muslim country. *British Food Journal*. <https://doi.org/10.1108/BFJ-02-2018-0085>
- Ajzen. 1980. "Ajzen and Fishbein's Theory of Reasoned Action as Applied to Moral Behavior: A Confirmatory Analysis." *Journal of Personality and Social Psychology*, 1992, Vol. 62, No. 1, 98-109
- Alam, S.S., Mohd, R. and Hisham, B. 2011. "Is religiosity an important determinant on Muslim consumer behaviour in Malaysia?", *Journal of Islamic Marketing*, Vol. 2 No. 1, pp. 83-96.
- Al-Salem, F.H. 2009. "Islamic financial product innovation", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 2 No. 3, pp. 187-200.
- Amin, H. 2013, "Factors influencing Malaysian bank customers to choose Islamic credit cards: empirical evidence from the TRA model", *Journal of Islamic Marketing*, Vol. 4 No. 3, pp. 245-263.
- Ambali, A.R. and Bakar, A.N. 2013. "Halal food and products in Malaysia: people's awareness and policy implications", *Intellectual Discourse*, Vol. 21 No. 1, pp. 7-32.
- Amir, M. Taufiq, 2005, *Dinamika Pemasaran: Jelajahi & Rasakan*, Raja Grafindo Persada, Jakarta
- Ardyanti, A., Nashril, T.T.A., dan Helmi, A. 2013. A Study on Halal Food Awareness Among Muslim Customers in Klang Valley, *4<sup>th</sup> International Conference on Business and Economic Research, Bandung, Indonesia, paper 1073*
- Aziz, Y.A. and Chok, N.V. 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 & Agribusiness Marketing*, Vol. 25 No. 1, pp. 1-23, doi: 10.1080/08974438.2013.723997

- Berger, P.L. 1961. *The Noise of Solemn Assemblies: Christian Commitment and the Religious Establishment in America*, Doubleday, New York, NY.
- Binindra, D. 2010. “*Pengertian Pendapatan dalam Skripsi Peranan Penyuluhan pertanian Terhadap Tingkat Penerapan Teknologi Sistem Tanam Jajar Legowo*”, Skripsi Sosial Ekonomi Pertanian Universitas Hasanuddin Makassar.
- Bonne, K., Vermeir, I., Bergeaud-Blackler, F. and Verbeke, W. 2007. “Determinants of Halal meat consumption in France”, *British Food Journal*, Vol. 109 No. 5, pp. 367-386.
- Bonne, K., Vermeir, I. and Verbeke, W. 2008. “Impact of religion on Halal meat consumption decision making in Belgium”, *Journal of International Food and Agribusiness Marketing*, Vol. 21 No. 1, pp. 5-26.
- Chyntia Ramadhani Febrita, Rr. 2017. “Analisis kesediaan membayar (*Willingness To Pay*) beras organik (Studi Kasus: Gelael Signature di Kota Makassar)”.
- Davies, M.A.P. and Wright, L.T. 1994. “The importance of labeling examined in food marketing”, *European Journal of Marketing*, Vol. 28 No. 2, pp. 57-67
- Delener, N. 1990. “The effects of religious factors on perceived risk in durable goods purchase decisions”, *Journal of Consumer Marketing*, Vol. 7 No. 3, pp. 27-38.
- Delener, N. 1994. “Religious contrasts in consumer decision behaviour patterns: their dimensions and marketing implications”, *European Journal of Marketing*, Vol. 28 No. 5, pp. 36-53.
- Dindyal, S. and Dindyal, S. 2003. “How personal factors, including culture and ethnicity, affect the choices and selection of food we make”, *Internet Journal of Third World Medicine*, Vol. 1 No. 2, pp. 27-33.
- Djumena, Erlangga. 2014. *Memanen Ratusan Juta Rupiah dari Bisnis Sayuran Jepang*. [online].  
<http://bisniskeuangan.kompas.com/read/2014/10/12/091304326/Memanen.Ratusan.Juta.Rupiah.dari.Bisnis.Sayuran.Jepang> [20 Januari 2017]
- Fishbein, M. 1967, “Attitude and the prediction of behavior”, in Fishbein, M. (Ed.), *Readings in Attitude Theory and Measurement*, Wiley, New York, NY.
- Ghozali, Imam. 2011. “*Aplikasi Analisis Multivariate Dengan Program SPSS*”. Semarang: Badan Penerbit Universitas Diponegoro

- Golnaz, R., Zainal, A.M. and Mad-Nasir, S. 2012. "Assessment of consumers' confidence on Halal labelled manufactured food in Malaysia", *Social, Science & Humanities*, Vol. 20 No. 1, pp. 33-42.
- Hasan, Ali. 2009. *Marketing*, Yogyakarta : MedPress (Anggota IKAPI)
- Hurriyati, Ratih. 2010. *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: ALFABETHA
- Ireland, J. and Rajabzadeh, S.A. 2011. "UAE consumer concerns about Halal products", *Journal of Islamic Marketing*, Vol. 2 No. 3, pp. 274-283.
- Jaafar, H.S., Endut, I.R., Faisol, N. and Omar, E.N. 2011. "Innovation in logistics services – Halal logistics", *Proceedings of the 16th International Symposium on Logistics, MPRA, Berlin*, July 10-13, pp. 844-851
- Jedidi, K. and Zhang, Z.J. 2002. "Augmenting conjoint analysis to estimate consumer reservation price", *Management Science*, Vol. 48 No. 10, pp. 1350-1368.
- Kamaruddin, R., Iberahim, H. and Shabudin, A. 2012, "Halal compliance critical control point (HCCCP) analysis of processed food", *Business Engineering and Industrial Applications Colloquium, IEEE*, pp. 383-387
- Kotler, P dan Armstrong, G. 2008. *Prinsip-prinsip Pemasaran* : Edisi 12 [Terjemahan]. Erlangga. Jakarta
- Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 13. Erlangga : Jakarta
- Kriyantono. 2006. *Teknik Praktis Riset Komunikasi*. Jakarta : PT. Kencana Perdana
- Lada, S., Tanakinjal, H.G. and Amin, H. 2009. "Predicting intention to choose Halal products using theory of reasoned action", *International Journal Islamic and Middle Eastern Finance and Management*, Vol. 2 No. 1, pp. 66-76.
- Laldin, M.A. 2006, *Islamic Law: An Introduction*, International Islamic University
- Lever, J., Fischer, J. and Bergeaud-Blackler, F. 2015. "Introduction: studying the politics of global Halal markets", *Halal Matters, Routledge*, pp. 11-28.
- Lever, J. and Fischer, J. 2018, *Religion, Regulation, Consumption: Globalising Kosher and Halal Markets*, Oxford University Press.
- Madden, T.J., Ellen, P.S. and Ajzen, I. 1992. "A comparison of the theory of planned behavior and the theory of reasoned action", *Personality and Social Psychology Bulletin*, Vol. 18 No. 1, pp. 3-9.

- Moschis, G.P. and Ong, F.S. 2011. "Religiosity and consumer behavior of older adults: a study of subcultural influences in Malaysia", *Journal of Consumer Behaviour*, Vol. 10 No. 1, pp. 8-17.
- Muhammad, N.M.N., Isa, F.M. and Kifli, B.C. 2009. "Positioning Malaysia as Halal-hub: integration role of supply chain strategy and Halal assurance system", *Asian Social Science*, Vol. 5 No. 7, pp. 44-52.
- Mukhtar, A. and Mohsin Butt, M. 2012. "Intention to choose Halal products: the role of religiosity", *Journal of Islamic Marketing*, Vol. 3 No. 2, pp. 108-120.
- Mullen, K., Williams, R. and Hunt, K. 2000. "Irish descent, religion and food consumption in the west of Scotland", *Appetite*, Vol. 34 No. 1, pp. 47-54.
- Musaiger, A.O. 1993. "Socio-cultural and economic factors affecting food consumption patterns in the Arab countries", *The Journal of the Royal Society for the Promotion of Health*, Vol. 113 No. 2, pp. 68-74.
- Nadya, Novi. 2016. *Ketagihan Kuliner Jepang Otentik di Resto Unik*. [online]. <http://lifestyle.liputan6.com/read/2596621/ketagihan-kuliner-jepang-otentik-di-resto-unik> [ 26 September 2016]
- Othman, R., Ahmad, Z.A. and Zailani, S. 2009. "The effect of institutional pressures in the Malaysian Halal food industry", *International Business Management*, Vol. 3 No. 4, pp. 80-84.
- Peraturan Pemerintah nomor 69 tahun 1999, Tentang Label dan Iklan Pangan, [www.deptan.go.id](http://www.deptan.go.id) . Diakses, tanggal 15 Maret 2013
- Pettinger, C., Holdsworth, M. and Gerber, M. 2004. "Psycho-social influences on food choice in Southern France and Central England", *Appetite*, Vol. 42 No. 3, pp. 307-316.
- Pewresearch. 2019. "The Countries with The 10 Argst Muslim Population". <https://www.pewresearch.org/fact-tank/2019/04/01/the-countries-with-the-10-largest-christian-populations-and-the-10-largest-muslim-populations/>. Diakses pada 13 April 2019.
- Priambodo, Lutfhan Hadhi. "Analisis Kesiediaan Membayar (*Willingness to Pay*) Sayuran Organik dan Faktor-Faktor yang Mempengaruhinya", *Jurnal Manajemen dan Organisasi* Vol V, No 1, April 2014.
- Purwaningsih, Betty. 2009. *Faktor-faktor yang Mempengaruhi Pola Perilaku Konsumen Beras Organik di Surakarta*. Skripsi Jurusan Sosiologi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Sebelas Maret Surakarta.

- Rahman, A., Asrarhaghighi, E. and Rahman, S. 2015. "Consumers and Halal cosmetic products: knowledge, religiosity, attitude and intention", *Journal of Islamic Marketing*, Vol. 6 No. 1, pp. 148-163.
- Rajagopal, S., Ramanan, S., Visvanathan, R. and Satapathy, S. 2011. "Halal certification: implication for marketers in UAE", *Journal of Islamic Marketing*, Vol. 2 No. 2, pp. 138-153.
- Riyadi, PH.2007. *Analisis Kebijakan Keamanan Pangan Produk Hasil Perikanan Di Pantura Jawa Tengah Dan Diy*. Jurnal Ilmiah Universitas Diponegoro.
- Roslina Lina. 2017. Shoku Bunka: Warna Budaya Dan Tradisi Dalam Makanan Jepang. *Izumi*, Volume 6, No 2
- Rusdi, S.D., Achim, N., Rashid, W.E.W. and Hayat, N. 2016. "Employee relationship quality and customer satisfaction: the case of Halal products supplier at Elhadj products SdnBhd", *Journal of Applied Environmental and Biological Sciences*, Vol. 6 No. 6S, pp. 35-39.
- Sopiah dan Etta Mamang. 2013. *Salesmanship Kepenjualan*. Jakarta : Bumi Aksara
- Sari, L.2012. *Analisis Faktor-Faktor Gaya Hidup Dan Pengaruh Terhadap Pembelian Rumah Sehat Sederhana. Studi pada pelanggan perumahan Putri Dinar Mas PT Ajisaka di Semarang*. Program Pasca Sarjana Universitas Brawijaya Malang.
- Schiffman dan Kanuk. 2008. *Perilaku konsumen*. Edisi 7. Jakarta: Indeks
- Schneider, H., Krieger, J. and 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 No. 2, pp. 319-332.
- Secapramana, VH. 2000. *Model Dalam Strategi Penetapan Harga*. Jurnal Ilmiah Fakultas Psikologi Universitas Surabaya Vol.9 No.1, September 2000 - Pebruari 2001, 30-43
- Setiadi, Nugroho J. 2003, "*Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*". Jakarta: Kencana
- Setiadi, Nugroho J. 2010. *Perilaku Konsumen*. Jakarta: Kencana
- Simanjuntak, Johnson. 2015. *Jumlah Restoran Jepang di Luar Negeri ada 89.000 Toko*. [online].  
<http://www.tribunnews.com/internasional/2015/12/01/jumlah-restoran-jepang-di-luar-negeri-ada-89000-toko> [ 20 Januari 2107].

- Solomon M.R. (1999). “*Consumer Behavior Buying, Having, and Being.*” Eight edition. New Jersey: Pearson Education.
- Sugiyono. 1999. *Metode Penelitian Bisnis*, Cetakan Ke-6, Bandung, CV. Alfa Beta
- Sugiyono. 2004. *Metode Penelitian Bisnis*. CV Alfabeta. Bandung
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta
- Spears, N. and Singh, S.N. 2004. “Measuring attitude toward the brand and purchase intentions”, *Journal of Current Issues & Research in Advertising*, Vol. 26 No. 2, pp. 53-66.
- Stanton, William. 1996. *Prinsip-prinsip Pemasaran*, Jilid Kedua, Edisi Ketujuh, Erlangga : Jakarta
- Stokes, Jenny dan Shakers, Salt. (2011). *The Impact of Halal*. Diakses dari [http://www.cdp.org.au/newsletter/november2011/The\\_Impact\\_of\\_Halal.pdf](http://www.cdp.org.au/newsletter/november2011/The_Impact_of_Halal.pdf).
- Suryani, Tatik. 2008. *Perilaku Konsumen; Implikasi Pada Strategi Pemasaran*. Yogyakarta : Graha Ilmu
- Swastha Dharmmesta Basu, dan Handoko Hani. 1982. *Manajemen Pemasaran Analisa Perilaku Konsumen*, B PFE-Yogyakarta
- Swimberghe, K., Sharma, D. and Flurry, L. 2009. “An exploratory investigation of the consumer religious commitment and its influence on store loyalty and consumer complaint intentions”, *Journal of Consumer Marketing*, Vol. 26 No. 5, pp. 340-347.
- Tieman, M., Ghazali, M.C. and van der Vorst, J.G. 2013. “Consumer perception on Halal meat logistics”, *British Food Journal*, Vol. 115 No. 8, pp. 1112-1129.
- Thamrin, Abdullah dan Tantri Francis. 2013. *Manajemen Pemasaran*. cet. II. Jakarta: PT RajaGrafindo Persada
- Umar, Husein. 2003. *Metode Riset Akuntansi Terapan*. Jakarta : Ghalia Indonesia, Cetakan Pertama.
- Wandel, M. 1997. “Food labeling from a consumer perspective”, *British Food Journal*, Vol. 99 No. 6, pp. 212-219.

Wilkes, R.E., Burnett, J.J. and Howell, R.D. 1986. "On the meaning and measurement of religiosity in consumer research", *Journal of the Academy of Marketing Science*, Vol. 14 No. 1, pp. 47-56.

Zakaria, Z. 2008, "Tapping into the world Halal market, some discussions on Malaysian laws and standards", *Jurnal Syariah*, Vol. 16, pp. 603-616.

Zulfakar, M.H., Anuar, M.M. and Ab Talib, M.S. 2014, "Conceptual framework on Halal food supply chain integrity enhancement", *Procedia-Social and Behavioral Sciences*, Vol. 121, pp. 58-67.