

DAFTAR PUSTAKA

- Adiansyah, A., Sahara, S., & Kustandi, T. (2025a). The Influence of Product Innovation and Price Promotion on Consumer Purchase Interest in Banana Rolls MSMEs in Cirebon City. *International Journal of Environmental, Sustainability, and Social Science*, 6(5), 1142–1155. <https://doi.org/10.38142/ijesss.v6i5.1586>
- Adiansyah, A., Sahara, S., & Kustandi, T. (2025b). The Influence of Product Innovation and Price Promotion on Consumer Purchase Interest in Banana Rolls MSMEs in Cirebon City. *International Journal of Environmental, Sustainability, and Social Science*, 6(5), 1142–1155. <https://doi.org/10.38142/ijesss.v6i5.1586>
- Ajzen, I. (1991). *The Theory of Planned Behavior*. https://www.researchgate.net/publication/272790646_The_Theory_of_Planned_Behavior
- Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: A commentary on Sniehotta, Pesseau, and Araújo-Soares. *Health Psychology Review*, 9(2), 131–137. <https://doi.org/10.1080/17437199.2014.883474>
- Amadea, A. (2024). *Survei: KFC, McD, dan HokBen Masih Jadi Brand Fast Food Favorit di Indonesia*. kumparan. <https://kumparan.com/kumparanfood/survei-kfc-mcd-dan-hokben-masih-jadi-brand-fast-food-favorit-di-indonesia-23cpIBpHEMf>

- Anam, K. (2025). *Terkuak! Penyebab KFC PHK 400 Karyawan & Tutup 19 Gerai*. CNBC Indonesia.
<https://www.cnbcindonesia.com/market/20251011150447-17-674970/terkuak-penyebab-kfc-phk-400-karyawan-tutup-19-gerai>
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. *Journal of Retailing and Consumer Services*, 61, 102532.
<https://doi.org/10.1016/j.jretconser.2021.102532>
- Boisvert, J., & Christodoulides, G. (2025). Consumer perceived product innovativeness: Scale development, calibration and validation. *Journal of Product & Brand Management*.
<https://doi.org/10.1108/JPBM-10-2024-5546>
- Bougie, R., & Sekaran, U. (2019). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64(4), 65–81. <https://doi.org/10.1509/jmkg.64.4.65.18071>
- Darwati, E. (2024, November 29). *KFC (FAST) Beberkan 7 Penyebab Utama Merugi hingga Tutup Gerai*. Bisnis.com.
<https://market.bisnis.com/read/20241129/192/1820220/kfc-fast-beberkan-7-penyebab-utama-merugi-hingga-tutup-gerai>

- Fu, F. Q., & Elliott, M. T. (2013). The Moderating Effect of Perceived Product Innovativeness and Product Knowledge on New Product Adoption: An Integrated Model. *Journal of Marketing Theory and Practice*, 21(3), 257–272. <https://doi.org/10.2753/MTP1069-6679210302>
- Fuhrman, E. (2007). *Consumer trends driving new products; sales look good for innovative categories.* - Document—Gale Academic OneFile Select. <https://go.gale.com/ps/i.do?id=GALE%7CA163545826&sid=sitemap&v=2.1&it=r&p=EAIM&sw=w&userGroupName=anon%7E2875515b&aty=open-web-entry>
- Habibani, R. A., Fatimah, S., & Fitriasia, A. (2024). Positivisme: Konsep, Perkembangan, Dan Implementasi Dalam Kajian Ilmu Pengetahuan Dan Hukum. *Cendekia: Jurnal Ilmu Pengetahuan*, 4(4), 524–532. <https://doi.org/10.51878/cendekia.v4i4.3831>
- Helm, R., & Landschulze, S. (2009). Optimal stimulation level theory, exploratory consumer behaviour and product adoption: An analysis of underlying structures across product categories. *Review of Managerial Science*, 3(1), 41–73. <https://doi.org/10.1007/s11846-009-0024-7>
- Hidayat, W. (2024). *Pengaruh Terpaan Iklan Judi Online Dan Intensitas Komunikasi Dengan Teman Sebaya Terhadap Minat Bermain Judi Online* [Other, Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Diponegoro].
- Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion. *International Journal of Contemporary Hospitality*

- Management*, 26, 1065–1082.
<https://doi.org/10.1108/IJCHM-05-2013-0204>
- Išoraitė, M. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research -GRANTHAALAYAH*, 4(6), 25–37.
<https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- Kankam, P. K. (2019). The use of paradigms in information research. *Library & Information Science Research*, 41(2), 85–92.
<https://doi.org/10.1016/j.lisr.2019.04.003>
- KFC Indonesia. (2025). *Laporan Keuangan Konsolidasian Periode Sembilan Bulan yang Berakhir pada 30 September 2025*.
<https://kfcku.com/financial-report>
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing, Global Edition, 18/E*.
- Kotler, P., & Keller, K. L. (2010). *Manajemen Pemasaran Jilid 1 -13/E*. Erlangga.
- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59–62.
<https://doi.org/10.2307/1248516>
- Marketeers. (2025, January 13). *Riset Jakpat: 49% Gen Z Santap Makanan Cepat Saji 2 Kali Sepekan*. www.marketeers.com.
<https://www.marketeers.com/riset-jakpat-49-gen-z-santap-makanan-cepat-saji-2-kali-sepekan/>
- Mbaga, M. H. (2015). *The role of sales promotion in consumer buying behaviour: The case of Tanzania Breweries Limited* [Mzumbe University].
<https://scholar.mzumbe.ac.tz/handle/123456789/1817>

- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends in Marketing*, 7(3), 181–230.
<https://doi.org/10.1561/17000000036>
- Peattie, S., & Peattie, K. (2012). Sales Promotion. In *The Marketing Book*.
<https://id.scribd.com/doc/120870840/Sales-Promotion>
- Primantoro, A. Y. (2025, September 12). *Dunia Usaha Terpukul Pelemahan Daya Beli*. Kompas.id.
<https://www.kompas.id/artikel/dunia-usaha-terpukul-pelemahan-daya-beli>
- PT Fast Food Indonesia Tbk. (2024). *Annual Report PT Fast Food Indonesia Tbk 2024*. <https://annual-reports.kfcku.com/2024/mobile/index.html>
- Purba, L. K., Fitriani, D., & Andini, W. (2022). Paradigma Penelitian Dalam Jurnal Ilmiah Metodologi Penelitian Kuantitatif. *TARBIYAH: Journal of Educational Science and Teaching*, 1(1), 6–12.
<https://doi.org/10.1342/tarbiyah.v1i1.24>
- Puspadini, M. (2024). *Bisnis Makanan Cepat Saji Makin Gurih, Terbaru Ada Ayam "Saudi."* CNBC Indonesia.
<https://www.cnbcindonesia.com/news/20241016175906-4-580313/bisnis-makanan-cepat-saji-makin-gurih-terbaru-ada-ayam-saudi>
- Qonita, A. (2018). Analisis Pengaruh Iklan, Celebrity Endorser Dan Citra Merek Terhadap Minat Beli Wardah Kosmetik. *Jurnal Ekobis Dewantara*, 1(8), 121–131.
- Rahayu Safitri, M. (2025). *Pengaruh Terpaan Media Sosial Twitter (X) Akun @Kdrama__menfess Terhadap Keputusan Menonton Drama Korea Pada*

Followers [Skripsi, Universitas Islam Negeri Sultan Syarif Kasim Riau].
<https://repository.uin-suska.ac.id/86016/>

- Sanam, Y., & K, M. (2019). The Effect of Sales Promotion and Product Quality on Repurchase Intention at Restaurant of Brottus Fried Chicken Kupang. *Proceedings of the Proceedings of the 1st International Conference on Engineering, Science, and Commerce, ICESC 2019, 18-19 October 2019, Labuan Bajo, Nusa Tenggara Timur, Indonesia*. Proceedings of the 1st International Conference on Engineering, Science, and Commerce, ICESC 2019, 18-19 October 2019, Labuan Bajo, Nusa Tenggara Timur, Indonesia, Labuan Bajo, Indonesia. <https://doi.org/10.4108/eai.18-10-2019.2290003>
- Shams, R., Brown, M., & Alpert, F. (2020). A Model and Empirical Test of Evolving Consumer Perceived Brand Innovativeness and its two-way Relationship with Consumer Perceived Product Innovativeness. *Australasian Marketing Journal*, 28(4), 171–180. <https://doi.org/10.1016/j.ausmj.2020.04.006>
- Sudiyono, S., & Aziz, A. (2022). Analysis Of Advertising Intensity On Consumer Consumptive Behavior. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(4). <https://doi.org/10.29040/ijebar.v6i4.6838>
- Todorova, G. (2015). Marketing communication mix. *Trakia Journal of Science*, 13(Suppl.1), 368–374. <https://doi.org/10.15547/tjs.2015.s.01.063>
- Tulasi, D. (2012). Marketing Communication dan Brand Awareness. *Humaniora*, 3(1), 215–222. <https://doi.org/10.21512/humaniora.v3i1.3253>

Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>

Wirakanda, G. G., & Pardosi, A. (2020). Pengaruh Sales Promotion Terhadap Keputusan Pembelian (Studi Kasus Di Blibli.Com). *Pro Mark*, 10(1). <https://ejurnal.ulbi.ac.id/index.php/promark/article/view/718>