

DAFTAR PUSTAKA

- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. *Action Control*, 11–39.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665–683.
- Alfian. (2017).). Analisis Pengaruh Label Halal, Brand dan Harga Terhadap Keputusan Pembelian di Kota Medan. . . *At-Tawassuth*, 2, 127.
- Ambali, A. R., Bakar, A. N. (2014). *People's Awareness on Halal Foods and Products: Potential Issues for Policy-makers. Procedia - Social and Behavioral Sciences*. 121, 2–35.
- Anggadwita, G., Alamanda, D. T., Ramadani, V. (2020). Halal Label vs Product Quality in Halal Cosmetic Purchasing Decisions. *Ikonomika*, 4, 227–242.
- Angraini, D., & Harwani, Y. (2020). *The Effect of Product Quality, Price Perception, and Promotion of Purchasing Decisions in Sari Roti in West Jakarta*. 120(Icmeb 2019), 296–301. <https://doi.org/10.2991/aebmr.k.200205.051>
- Arifin, A. Z., & Salam, A. N. (2019). Analysis of Millennial Generation Behavior in Consuming Halal Products: Structural Equation Model-Partial Least Square (SEM-PLS) Method. *Iqtishadia*, 12(2), 266. <https://doi.org/10.21043/iqtishadia.v12i2.5725>
- Arwatiy. (2018). *Metode Kuantitatif Praktis*. PT Bima Pratama Sejahtera.
- Aspan, H., Sipayung, I. M., Muharrami, A. P., R. (2017). The Effect of Halal Label , Halal Awarness , Product Price , and Brand Image to the Purchasing Decision on Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City). *International Journal of*

Global Sustainability ISSN, 1, 55–66.

- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan’s Halal food sector. *Management Research Review, 38*(6), 640–660. <https://doi.org/10.1108/mrr-01-2014-0022>
- Ayuniyyah, Q., Hafidhuddin, D., H. (2017). Factors Affecting Consumers’ Decision in Purchasing MUI Halal-Certified Food Products. *Tazkia Islamic Finance and Business Review, 102*, 122–143.
- Aziz, Y. A., C. (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 and Agribusiness Marketing, 25*, 1–23.
- Baron dan Kenny. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology.*
- Bawono, A., & Shina, A. F. I. (2018). *Ekonometrika Terapan Untuk Ekonomi dan Bisnis Islam Aplikasi dengan Eviews*. LP2M IAIN.
- Bawono. (2006). *Multivariate Analysis dengan SPSS*. STAIN. Salatiga Press.
- Canavari, M., Castellini, A., S. (2010). Challenges in marketing quality food products. *Journal of International Food and Agribusiness, 22*, 203–209.
- Fauzia, D. R. S., Pangestu, E., B. (2019). Pengaruh Religiusitas, Sertifikasi Halal, Bahan Produk terhadap Minat Beli dan Keputusan Pembelian. *Jurnal Adisnistrasi Bisnis, 60*, 37–46.
- Ghozali. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

- Gujarati. (2013). *Dasar-dasar Ekometrika, Edisi Kelima*. Salemba Empat.
- Hamdan, H., Issa, Z. M., Abu, N., & Jusoff, K. (2013). Purchasing Decisions among Muslim Consumers of Processed Halal Food Products. *Journal of Food Products Marketing*, 19(1), 54–61. <https://doi.org/10.1080/10454446.2013.724365>
- Harti, P. dan. (2017). Pengaruh Harga Dan Lokasi Terhadap Keputusan Pembelian Mie Rampok Surabaya. *Jurnal Pendidikan Tata Niaga*, 6, 5–9.
- Huda, N., M. (2014). Pengaruh Label Halal Pada Makanan Fakultas Agama Islam. *Suhuf*, 26, 57–66.
- Keller, Kevin Lane Kotler, P. (2013). *Manajemen Pemasaran (13th ed.)*. Erlangga.
- Kemendagri, D. (2021). *Jumlah Penduduk Indonesia tahun 2021*.
- Khuwaroh, K., Widarko, A., BS, A. M. K. (2018). Analisis Pengaruh Label Halal, Keamanan Bahan, Promosi, dan Harga pada Produk Kosmetik Sariayu terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Angkatan 2015-2018 Universitas Islam Malang). *Jurnal Professional FIS UNIVED*, 5, 26–31.
- Kotler, Philip & Amstrong, G. (2008). *Menejemen Pemasaran*. PT Indeks.
- Kotler, Philip & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran (13th ed.)*. Salemba Empat.
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259–267.
- Liang. (2016). Predicting intentions to purchase organic food: the moderating effects of organic food prices. *Ship Technology Research*, 118, 183–199.

- Maichum, K., Parichatnon, S., Peng, K.-C. (2017). The Influence of Attitude, Knowledge and Quality on Purchase Intention towards Halal Food: A Case Study of Young Non-Muslim Consumers in Thailand. *IRA-International Journal of Management & Social Sciences*, 6, 354.
- Mannan. (1997). *Teori dan praktek ekonomi islam*. PT.Dana Bakti Prima Yasa.
- Mannan M A. (1997). *Teori dan Praktek Ekonomi Islam*. PT.Dana Bakti Prima Yasa.
- Mas'ud, F. (2017). *Manajemen Bisnis Berbasis Pandangan Hidup Islam*. Undip.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen. Jilid 1*. Erlangga.
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Nafilah, K., Widarko, A., S. (2015). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian dan Minat Beli sebagai Variabel Intervening (Study Kasus Pada Mahasiswa FEB Universitas Islam Malang Yang Mengonsumsi Mie Instan). *Jurnal Riset Manajemen*, 53, 98–108.
- Nindya. (2016). *PENGARUH KERAGAMAN PRODUK, KUALITAS PELAYANAN, DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA MAK YUNG COFFEE & CAFE MEDAN*.
- Nurchahyo, H. (2017). The Influence of Halal Awareness, Halal Certification, and Personal Societal Perception Toward Purchase Intention: a Study of Instant Noodle Consumption of College Student in Bandung. *Journal of Business and Management*, 6, 21–31.
- Nurhasanah, S., Munandar, J. M., Syamsun, M. (2018). Faktor-Faktor yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal pada

- Konsumen. *Jurnal Manajemen Dan Organisasi*, 8, 250.
- Peter, J. P., & Olson, J. C. (2013). *Perilaku Konsumen dan Strategi Konsumen (D. T. Dwiandiani (ed.); 9th ed.)*. Salemba Empat.
- Pusat Pengkajian dan Pengembangan Ekonomi Islam. (2008). *Ekonomi Islam*. Raja Grafindo persada.
- Rahmaningtyas, A., Hartono, S., & Suryantini, A. (2017). Factors Affecting Online Purchasing Of Local Food. *Agro Ekonomi*, 28(2), 189. <https://doi.org/10.22146/jae.26129>
- Rianto N, A. (n.d.). *Teori Mikroekonomi: Suatu Perbandingan Ekonomi Islam dan Ekonomi Konvensional (2nd ed.)*.
- Ryan dan Yuniar. (2020). Pengaruh Kelengkapan Produk dan Lokasi Terhadap Minat Beli Konsumen Pada Giant Expresss Sukabumi (Studi Kasus konsumen Giant Expresss Sukabumi). *Jurnal Ilmiah Manajemen*, XI, 1–10.
- Satria. (2017). Pengaruh Harga, Promosi, dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Perusahaan A-36. *Jurnal Manajemen Dan Start-Up Bisnis*, 2(1), 45–53.
- Setyaningsih, E. D., & Marwansyah, S. (2019). The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products. *Syi`ar Iqtishadi : Journal of Islamic Economics, Finance and Banking*, 3(1), 65. <https://doi.org/10.35448/jiec.v3i1.5515>
- Shafie, S., Othman, P. D. M. N. (2008). *Halal Certification: an International Marketing Issues and Challanges*.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.
- Swastha, B., & Handoko, T. H. (2011). *Manajemen Perusahaan Analisa Perilaku Konsumen (1st ed.)*. BPF.

- Syukur, M., & Nimsai, S. (2018). Factors influencing the purchase intention of halal packaged food in Thailand. *International Journal of Supply Chain Management*, 7(4), 1–6.
- Tawas, P. (2015). Pengaruh Diferensiasi, Kualitas Produk Dan Ekuitas Merek Terhadap Keputusan Pembelian Coca-Cola Pada Pt. Bangun Wenang Beverges Company Di Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3, 1113–1124.
- Thomson Reuters and Dinar Standard. (2018). State of the Global Islamic Economy Report 2018/19. *Dubai International Financial Centre*, 112.
- Umah, K. A., H. (2018). The Influence of Halal Label, Promotion and Price Toward Purchasing Decision on Over the Counter Medicine. *SSRN Electronic Journal*.
- Varinli, İ., Erdem, E., Mutlu, Y., Avcılar, Y., & Avcılar, M. Y. (2016). Exploring the Factors Affecting Purchase Intention of Halal Certified Foods in Turkey: A PLS-Path Modeling Study. *European Journal of Business and Management*, 8(4), 2222–2839. https://www.researchgate.net/publication/296700568_Exploring_the_Factors_Affecting_Purchase_Intention_of_Halal_Certified_Foods_in_Turkey_A_PLS-Path_...
- Widyastuti, S., & Said, M. (2017). Consumer Consideration in Purchase Decision of SPECS Sports Shoes Product through Brand Image. *Product Design and Price Perception*, 6, 199–207.