

DAFTAR PUSTAKA

- Aiman, A., Handaka, A. A., & Lili, W. (2017). Analisis Preferensi Konsumen Dalam Pengambilan Keputusan Membeli Produk Olahan Perikanan Di Kota Tasikmalaya (Studi Kasus Di Pasar Tradisional Cikurubuk, Kec Mangkubumi). *Jurnal Perikanan Dan Kelautan*, 8(1), 8–18. <http://jurnal.unpad.ac.id/jpk/article/view/13902>
- Al Basya, M. faishal Y., & Mawardi, M. K. (2018). Analisis Preferensi Konsumen terhadap Keputusan Menggunakan Jasa Kursus Bahasa Inggris (Studi Pada Pelanggan Lembaga Kursus Bahasa Inggris di Kampung Inggris Pare). *Jurnal Administrasi Bisnis*, 58(2), 197–205.
- Ambasari, I., Qanytah, & Sudaryono, T. (2013). Quality Changes of Pasteurized Milk in Some Packages. *Perubahan Kualitas Susu Pasteurisasi Dalam Berbagai Jenis Kemasan*, 32(1), 10–19.
- Anonim. (2020). *Kementan: Konsumsi Susu Perlu Ditingkatkan*. Antaranews. <https://www.antaranews.com/berita/1527860/kementan-konsumsi-susu-perlu-ditingkatkan#mobile-nav>
- Apriyono, A., Taman, A., Ekonomi, F., Negeri, U., & Indonesia, B. E. (2013). *Analisis Overreaction pada Saham Perusahaan Manufaktur di Bursa Efek Indonesia (BEI). II*, 76–96.
- Ardina, W., Harisudin, M., & Mandasari, P. (2018). Pengaruh Persepsi Bauran Pemasaran terhadap Keputusan Pembelian Produk Susu Cair dalam Kemasan di Kota Madiun. *Argista*, 6, 44–54.
- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. PT Rineka Cipta.
- Astiti, N. P. N. S., Suamba, I. K., & Artini, N. W. P. (2019). Pengaruh Disiplin Kerja, Kepuasan Kerja dan Loyalitas Karyawan terhadap Kinerja Karyawan Agrowisata Bagus Agro Pelaga. *Jurnal Agrisocionomics*, 3, 1–9.
- Azanella, L. A. (2021). *Hari Susu Sedunia 1 Juni 2021: Tingkat Konsumsi Susu Penduduk Indonesia Masih Rendah*. Kompas.Com. <https://www.kompas.com/tren/read/2021/06/01/062500065/hari-susu-sedunia-1-juni-2021--tingkat-konsumsi-susu-penduduk-indonesia?page=all>
- Badan Pusat Statistik. (2019). *Produksi Susu Segar menurut Provinsi Tahun 2009-2019*. Badan Pusat Statistik. <https://www.bps.go.id/dynamictable/2015/12/22/1083/produksi-susu-segar-menurut-provinsi-2009-2019.html>
- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of Food Products Marketing*, 25(1),

26–48. <https://doi.org/10.1080/10454446.2018.1452813>

Boland, M., & Singh, H. (2019). Milk proteins: From expression to food. In *Milk Proteins: From Expression to Food*.

Creswell, J. W. (2009). *Research Design; Qualitative, Quantitative, and Mixed Method Approaches*. SAGE Publications.

Dewsnap, B., Micevski, M., Cadogan, J. W., & Kadic-Maglajlic, S. (2020). Flexibility in marketing & sales interfacing processes. *Industrial Marketing Management*, 91(April), 285–300. <https://doi.org/10.1016/j.indmarman.2020.09.005>

Fernandes, L. J. (2018). Contingency planning – a literature review. *SCMCC-08 Supply Chain Management and Competitiveness, October 2008*. https://www.researchgate.net/publication/230807504_Contingency_planning_-_a_literature_review

Gao, S. (2008). Nonnormality of data in structural equation models. *Transportation Research Record*, 2082, 116–124. <https://doi.org/10.3141/2082-14>

Gao, Z., Li, C., Bai, J., & Fu, J. (2020). Chinese consumer quality perception and preference of sustainable milk. *China Economic Review*, 59. <https://doi.org/10.1016/j.chieco.2016.05.004>

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>

Heriyanto, I. (2016). Analisis Pengaruh Produk, Harga, Distribusi Dan Promosi Terhadap Keputusan Pembelian Serta Implikasinya Pada Kepuasan Pelanggan. *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 9(2), 80–101.

Holdsworth, D. (2001). Continuous Thermal Processing of Foods - Pasteurization and UHT Sterilization. In *International Journal of Food Science and Technology* (Vol. 36, Issue 6). <https://doi.org/10.1046/j.1365-2621.2001.0512a.x>

Hutauruk, M. R. (2020). Barang Kebutuhan Pokok Di Samarinda (the Effect of Pandemic COVID-19 on Factors Which Determine Consumer Behavior To Buy Staple Goods in Samarinda). *Jurnal Riset Inossa*, 2(June), 1–15.

Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403.

<https://doi.org/10.9734/bjast/2015/14975>

- Koranti, K., Sriyanto, S., & Lestiyono, S. (2017). Analisis Preferensi Wisatawan Terhadap Sarana Di Wisata Taman Wisata Kopeng. *Jurnal Ilmiah Ekonomi Bisnis*, 22(3), 229017. <https://doi.org/10.35760/eb>.
- Kotler, P. (2000). Marketing Management, Millenium Edition. *Marketing Management*, 23(6), 188–193. [https://doi.org/10.1016/0024-6301\(90\)90145-T](https://doi.org/10.1016/0024-6301(90)90145-T)
- Kotler, P., & Keller, K. L. (1997). *Manajemen Pemasaran*. Pearson Education, Inc.
- Lake, L. (2009). Consumer Behavior for Dummies. In *Igarss 2014* (Issue 1).
- Lemeshow, S., Hosmer Jr, D. W., Klar, J., & Lwanga, K. S. (1990). *Adequacy of Sample Size in Health Studies*. John Wiley & Sons.
- Limas, M. C., Meré, J. B. O., Ascacibar, F. J. M. D. P., & González, E. P. V. (2004). Outlier detection and data cleaning in multivariate non-normal samples: The PAELLA algorithm. *Data Mining and Knowledge Discovery*, 9(2), 171–187. <https://doi.org/10.1023/B:DAMI.0000031630.50685.7c>
- Lolowang, I. R. (2019). Pengaruh Persepsi dan Preferensi Konsumen terhadap Keputusan Pembelian Rumah Tipe Premium (Studi pada Konsumen Kawanua Emerald City Akrland Manado). *Ekonomi Dan Bisnis*, 99, 91–110.
- Mangihot, J. (2020). *Pandemi Virus Corona Sudah Menyebar di 34 Provinsi, Gorontalo Terakhir*. Kompas.Tv. <https://www.kompas.tv/article/75562/pandemi-virus-corona-sudah-menyebar-di-34-provinsi-gorontalo-terakhir>
- Mcilwee, P. (2013). Business Continuity Management. *Encyclopedia of Crisis Management*, November. <https://doi.org/10.4135/9781452275956.n27>
- Montoya, C. J. R. (2021). Contingency plan in the supply chain of companies in the retail industry in the face of the impacts of COVID-19. *Advances in Science, Technology and Engineering Systems*, 6(1), 819–832. <https://doi.org/10.25046/aj060191>
- Nikmatu Sholiha, E. U., & Salamah, M. (2015). Structural Equation Modeling-Partial Least Square untuk Pemodelan Derajat Kesehatan Kabupaten/Kota di Jawa Timur (Studi Kasus Data Indeks Pembangunan Kesehatan Masyarakat Jawa Timur 2013). *Jurnal Sains Dan Seni ITS*, 4(2), 169–174.
- Nugroho, R., & Japariato, E. (2013). Pengaruh People , Physical Evidence , Product , Promotion , Coffee Cozies Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1(2), 1–9.
- Paramita, R. P. (2020). *Konsumsi susu masih rendah, tapi produksi pun tak cukup*. Lokadata.Id. <https://lokadata.id/artikel/konsumsi-susu-masih-rendah-tapi-produksi-pun-tak-cukup>
- Pereira, P. (2014). Milk nutritional composition and its role in human health. In *Nutrition* (Vol. 30, Issue 6, pp. 619–627).

<https://doi.org/10.1016/j.nut.2013.10.011>

- Peter, P. J., & Olson, J. C. (2012). *Consumer Behavior Marketing*. In *Mc Graw*.
- Priyambodo, C. S., Sastryawanto, H., & Hermawati, D. T. (2017). Analisis Preferensi Konsumen Buah Jeruk Di Pasar Keputran Utara, Surabaya. *Journal of Chemical Information and Modeling*, 8(9), 1–58.
- Purnamasari, D. M. (2021). *No Title*. Nasional Kompas. <https://nasional.kompas.com/read/2021/01/29/16441351/update-29-januari-kasus-aktif-COVID-19-di-indonesia-capai-170017>
- Rajamoorthy, Y., Radam, A., Taib, N. M., Rahim, K. A., Wagner, A. L., Mudatsir, M., Munusamy, S., & Harapan, H. (2018). The relationship between perceptions and self-paid hepatitis B vaccination: A structural equation modeling approach. *PLoS ONE*, 13(12), 1–15. <https://doi.org/10.1371/journal.pone.0208402>
- Reis, K. (2019). Five things government can do to encourage local food contingency plans. *Journal of Environmental Planning and Management*, 62(13), 2295–2312. <https://doi.org/10.1080/09640568.2018.1540772>
- Rifai, A. (2015). Partial Least Square-Structural Equation Modeling (PLS-SEM) untuk mengukur ekspektasi penggunaan repositori lembaga: Pilot studi di UIN Syarif Hidayatullah Jakarta. *Al-Maktabah*, 14(1), 56–65.
- Sartika, W., & Hellyward, J. (2017). Bauran Pemasaran Susu Sapi dan Susu Kambing Segar di Kota Padang. *Jurnal Peternakan Indonesia (Indonesian Journal of Animal Science)*, 19(3), 178. <https://doi.org/10.25077/jpi.19.3.178-184.2017>
- Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior*. Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson.
- Sekaran, U., & Bougie, R. (2011). *Research Methods for Business: A Skill-Building Approach, 6th Edition*.
- Selang, C. A. . (2016). Bauran Pemasaran (Marketing Mix) Pengaruhnya terhadap Loyalitas Konsumen pada Fresh Mart Bahu Mall Manado. *Jurnal EMBA*, 1(3), 71–80.
- Simamora, B. (2004a). *Panduan Riset Perilaku Konsumen*. PT Gramedia Pustaka Utama.
- Simamora, B. (2004b). *Riset Pemasaran: Falsafah, Teori, dan Aplikasi*. PT Gramedia Pustaka Utama.
- Stevenson, G. T., & Miller, C. (1962). *Introduction to Food and Nutrion*. John Willer & Sons.
- Sun, L., Liu, W., Xie, Y., Li, W., Zhang, H., & Zhang, Y. (2016). The Research on Contingency Plan Countermeasures of Supply Chain Disruption. *Management Science & Engineering*, 199–208.

- Sungkawa, I. (2009). Penditeksian Pencilan (Outlier) dan Residual pada Regresi Linier. *Informatika Pertanian*, 18, 95–106.
- Wardhani, W., Sumarwan, U., & Yuliati, L. N. (2016). Pengaruh Persepsi dan Preferensi Konsumen terhadap Keputusan Pembelian Hunian Green Product. *Jurnal Manajemen Dan Organisasi*, 6(1), 45. <https://doi.org/10.29244/jmo.v6i1.12183>
- Waseso, D. H., & Damastuti, I. (2013). Perilaku Konsumen untuk Mengakses Suaramerdeka.com. *Studi Manajemen & Organisasi*, 10, 121–131.
- Widarjono, A. (2018). *Analisis Regresi dengan SPSS*. UPP STIM YKPN.
- Wulandari, Z., Taufik, E., & Syarif, M. (2017). Kajian Kualitas Produk Susu Pasteurisasi Hasil Penerapan Rantai Pendingin. *Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan*, 5(3), 94–100. <https://doi.org/10.29244/jipthp.5.3.94-100>
- Yunus, H. S. (2010). *Metodologi Penelitian Wilayah Kontemporer*. Pustaka Pelajar.
- Yusup, F. (2018). Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23. <https://doi.org/10.18592/tarbiyah.v7i1.2100>