

## DAFTAR PUSTAKA

- Bachri, B.S. (2010) Meyakinkan Validitas Data melalui Triangulasi pada Penelitian. Kualitatif. *Jurnal Teknologi Pendidik* Vol 10. 46–62.
- Chen, P. J., dan Antonelli, M. (2020). *Conceptual Models of Food Choice: Influential Factors Related to Foods, Individual Differences, and Society*. *Foods*, 9(12), 1898. <https://doi.org/10.3390/foods9121898>.
- Cooper, D.R. dan Schindler, P.S. (2014) *Business Research Methods*. 12th Edition, McGraw Hill International Edition, New York.
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California, USA: Sage Publications, Inc.
- Flick, U. (2018). *The Sage Handbook of Qualitative Data Collection*. Thousand Oaks, Canada: SAGE Publications.
- Gardner, M.P., Wansink, B., Kim, J. dan Park, S. (2014). Better Moods for Better Eating? How Mood Influences Food Choice. *Journal of Consumer Psychology* Vol 24. 320-335.
- Giantara, M.S. dan Santoso, J. (2013). *Pengaruh Budaya, Sub Budaya, Kelas Sosial, dan Persepsi Kualitas Terhadap Perilaku Keputusan Pembelian Kue Tradisional Oleh Mahasiswa di Surabaya*. Surabaya.
- Gibson, E.L. (2006). Emotional Influences on Food Choice: Sensory, Physiological and Psychological Pathways. *Journal Physiology and Behavior* Vol 89. 53-61.
- Google Trends. (2021). *Tren Rasa Internasional vs Rasa Lokal Tahun 2013 dan 2020*. Diakses pada tanggal 17 Mei 2021 pada Website <https://trends.google.co.id/trends>
- Guba, E. G., dan Lincoln, Y. S. (1994). *Competing Paradigms in Qualitative Research*. In N. K. Denzin Y. S. Lincoln (Eds.), *Handbook of Qualitative Research* (p. 105–117). Sage Publications.
- Illuminate. (2020). *Project Hall of Fame: Exploratory of Indomie Positioning and NPL Strategy*. Jakarta.
- Isobar. (2020). *Indomie Brand Campaign Pitch*. Jakarta.
- Kantar Home Panel. (2020). *Nusantara Report: Discovering the New Pattern in the*

*Unpredictable Situation of the Outbreak.* Jakarta.

Kantar World Panel. (2021). *Nusantara Q1 2021 Report: Making the Best of Opportunity Behind the Outbreak Situation.* Jakarta.

Kaur, P., Dhir, A., Talwar, S. dan Ghuman, K. (2021). The Value Proposition of Food Delivery Apps from the Perspective of Theory of Consumption Value. *International Journal of Contemporary Hospitality Management* Vol 33. 1129-1159.

Khan, S. N., dan Mohsin, M. (2017). The Power of Emotional Value: Exploring the Effects of Values on Green Product Consumer Choice Behavior. *Journal of Cleaner Production* Vol 150. 65–74.

Kotler, P. dan Keller, K.L. (2016). *Marketing Management*, 15e Edition. Global Edition. Edinburgh Gate, England: Pearson Education Limited.

Lee, P. Y., Lusk, K., Miroso, M., dan Oey, I. (2014). The role of personal values in Chinese consumers' food consumption decisions. A case study of healthy drinks. *Appetite*. Vol 73. 95–104.

Lub, V. (2015). *Validity in Qualitative Evaluation. International Journal of Qualitative Methods.* Vol 14.

Madhavan, M., Chandrasekar, K., (2015). Consumer Buying Behavior-An Overview of Theory and Models. *St. Theresa Journal of Humanities and Social Sciences* 1 (1).

Mertens, D. M. (2010). *Research And Evaluation in Education and Psychology: Integrating Diversity with Quantitative, Qualitative, And Mixed Methods.* Thousand Oaks, California: Sage Publications.

Miles, M.B., Huberman, A.M. dan Saldana, J. (2014) *Qualitative Data Analysis A Methods Sourcebook.* London: Sage Publications.

Moleong, L. J. (2010). *Metodologi Penelitian Kualitatif*, Bandung: Remaja Rosdakarya.

Mothersbaugh, D.L., Hawkins, D.I., dan Kleiser, S.B., (2020). *Consumer Behavior Building Marketing Strategy*, 14th edition. Penn Plaza, New York: McGraw-Hill Education.

Nestle, M., Wing, R., Birch, L., DiSogra, L., dan Drewnowski, A. (1998). Behavioral and Social Influences on Food Choice. *Nutrition Reviews* Vol 56. 50-74.

- Nielsen. (2020). *Nielsen Retail Audit – Sonic: Instant Noodle Market Share June 2020*. Jakarta.
- Nurmawati, N. (2014) Analisis Faktor Faktor Yang memengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Produk Mie Instan Merek Indomie. *Jurnal Online Universitas* 45. Surabaya.
- Ogilvy. (2021). *Identifying International & Local Food Trend 2019 and 2020*. Jakarta.
- Perrea, T., Grunert, K.G. dan Krystallis, A. (2015). Consumer Value Perceptions of Food Products from Emerging Processing Technologies: A Cross-cultural Exploration, Food Quality and Preference. Vol. 39. 95-108.
- Schiffman, L. G. dan Kanuk, L. L. (2007). *Consumer Behavior*, 9th edition. Pearson International Edition. Upper Saddle River, New Jersey: Prentice Hall.
- Sheth, N., Newman, B.I., dan Gross, B.L., (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research, Elsevier* Vol 22. 159-170.
- Solomon, M.R. (2013). *Consumer Behavior Buying, Having, and Being*, 10th edition. Global Edition. Edinburgh Gate, England: Pearson Education Limited.
- Solomon, M.R. (2018). *Consumer Behavior Buying, Having, and Being*, 12th edition. Global Edition. Edinburgh Gate, England: Pearson Education Limited.
- Story, M. dan Duffy, Emily W. (2019). Supporting Healthy Eating: Synergistic Effects of Nutrition Education Paired with Policy, Systems, and Environmental Changes. *Nestle Nutrition Institute Workshop Series*. Semantic Scholar.
- Story, M., Kaphingst, K., Robinson-O'Brien, R., dan Glanz, K. (2008). Creating Healthy Food and Eating Environments: Policy and Environmental Approaches. *Annual Review of Public Health* Vol 29. 253-72.
- Schwartz, S. (1992). Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries. 10.1016/S0065-2601(08)60281-6.
- Sweeney, J.C. dan Soutar, G.N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing* Vol 77. 203-220.

- Tanrikulu, C. (2021). Theory of Consumption Values in Consumer Behaviour Research: A Review and Future Research Agenda. *International Journal of Consumer Studies*. Doi:10.1111/ijcs.12687.
- Thomé, K., Pinho, G., Fonseca, D. dan Soares, A. (2016). Consumers' luxury value perception in the Brazilian premium beer market. *International Journal of Wine Business Research* Vol 28. 369-386.
- Thomé, K., Pinho, G. dan Hoppe, A. (2018). Consumption Values and Physical Activities: Consumers' Healthy Eating Choices. *British Food Journal* Vol 121. 590-602.