

DAFTAR PUSTAKA

- Aba, E.K., Badar, M.A. and Hayden, M.A., 2015. Impact of ISO 9001 certification on firms financial operating performance. *Int. J. Qual. Reliab. Manag.* 33, 78–89.
- Agapito, D., Oom, P., Mendes, C., 2013. The Cognitive-Affective-Conative Model of Destination Image : A Confirmatory Analysis THE COGNITIVE-AFFECTIVE-CONATIVE MODEL OF DESTINATION IMAGE : A CONFIRMATORY ANALYSIS. *J. Travel Tour. Mark.* 37–41.
- Ali, Afzaal, Xiaoling, G., Sherwani, M., Ali, Adnan, 2018. Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Manag. Decis.* 56, 715–735.
- Ali, H., 2019. Building Repurchase Intention and Purchase Decision : Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi J. Humanit. Soc. Sci.* 4, 623–634.
- Anggita, R., Ali, H., Ali, H., 2017. The Influence of Product Quality , Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT . Sarihusada Generasi Mahardika Region Jakarta , South Tangerang District). *Sch. Bull. (A Multidiscip. Journal)* 3, 261–272.
- Araya, S., Elberg, A., Noton, C., Schwartz, D., 2019. Identifying Food Labeling Effects on Consumer Behavior 1–31.
- Ayundyahrini, M., Suprpto, S., Anggraeni, P., Fakhrina, F., Sutopo, W., 2019. Penerapan dan kemutakhiran SNI 09-4663-1998 tentang kursi roda oleh pemangku kepentingan. *J. Stand.* 21, 135–142.
- Back, K.-J., Parks, S.C., 2003. A BRAND LOYALTY MODEL INVOLVING COGNITIVE , AFFECTIVE , AND CONATIVE BRAND LOYALTY. *J. Hosp. Tour. Res.* 27, 419–435.
- Badan Pusat Statistik Provinsi DKI Jakarta, 2021. Hasil Sensus Penduduk 2020. Sensus Pendud. 2020 10.
- Badan Standardisasi Nasional, 2014a. Undang-Undang Nomor 20 Tahun 2014 - Standardisasi dan Penilaian Kesesuaian.
- Badan Standardisasi Nasional, 2014b. Si bang beni: Aplikasi Barang Ber-SNI [WWW Document]. URL <https://bangbeni.bsn.go.id/> (accessed 3.12.21).
- Badan Standardisasi Nasional, 2017. Undang- Undang Nomor 20 Tahun 2014 tentang Tata Cara Penggunaan Tanda SNI dan Tanda Kesesuaian Berbasis SNI.
- Badan Standardisasi Nasional, 2020. Rencana Strategis 2020-2024.
- Barry, T.M., 1987. The development of the hierarchy of effects: An historical perspective. *Curr. Issues Res. Advert.* 10, 251–295.
- Bashir, A.M., 2019. Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *Br. Food J.* 121, 1998–2015.
- Berthold, M.R., 2003. Mixed fuzzy rule formation. *Int. J. Approx. Reason.* 32, 67–84.
- Berthold, M.R., Cebron, N., Dill, F., Di Fatta, G., Gabriel, T.R., Georg, F., Meinl,

- T., Ohl, P., Sieb, C., Wiswedel, B., 2006. KNIME: The konstanz information miner. 4th Int. Ind. Simul. Conf. 2006, ISC 2006 11, 58–61.
- Berthold, M.R., Holve, R., 2000. Visualizing high dimensional fuzzy rules. Annu. Conf. North Am. Fuzzy Inf. Process. Soc. - NAFIPS 64–68.
- Berthold, M.R., Wiswedel, B., Gabriel, T.R., 2013. Fuzzy Logic in KNIME - Modules for Approximate Reasoning. Int. J. Comput. Intell. Syst. 6, 34–45.
- Boon, L.K., Fern, Y.S., Meng, Y.W., 2018. A Study of Purchasing Intention of Private Label Brands in Malaysia. Glob. Bus. Manag. Res. An Int. J. 10, 2018.
- Boulden, C., 2003. Is the “Hierarchy of Effects” View of Advertising Evident Amongst Perth Advertising Agencies? Edith Cowan University.
- Cass, A.O.Ö., 2000. An assessment of consumers product , purchase decision , advertising and consumption involvement in fashion clothing. J. Econ. Psychol. 21, 545–573.
- Chalupová, M., Prokop, M., Rojík, S., 2016. REGIONAL FOOD PREFERENCE AND AWARENESS OF REGIONAL LABELS IN VYSOKÝMA REGION (CZECH REPUBLIC).
- Che, J.W.S., Cheung, C.M.K., Thadani, D.R., 2017. Consumer purchase decision in instagram stores: The role of consumer trust. Proc. Annu. Hawaii Int. Conf. Syst. Sci. 2017-Janua, 24–33.
- Choudhury, A.M., Nur, K., 2019. A machine learning approach to identify potential customer based on purchase behavior. In: 1st International Conference on Robotics, Electrical and Signal Processing Techniques, ICREST 2019. IEEE, pp. 242–247.
- Cui, L., Wang, Y., Chen, W., Wen, W., Han, M.S., 2021. Predicting determinants of consumers’ purchase motivation for electric vehicles: An application of Maslow’s hierarchy of needs model. Energy Policy 151, 112167.
- Damayanti, S., Rakhmawati, T., Sumaedi, S., Bakti, I.G.M.Y., 2020. Developing quality label awareness index of helmet users. Int. J. Product. Perform. Manag. 69, 1419–1435.
- Dilas, D.B., Mackie, C., Huang, Y., Trines, S., 2019. Education in Indonesia [WWW Document]. URL <https://wenr.wes.org/2019/03/education-in-indonesia-2> (accessed 11.18.21).
- Do, Q.H., Trang, T. Van, 2020. An approach based on machine learning techniques for forecasting vietnamese consumers’ purchase behaviour. Decis. Sci. Lett. 9, 313–322.
- Duran, K., Rusu, C., Cano, S., 2020. Analyzing the relationship between trust and purchase intention in mCommerce. CEUR Workshop Proc. 2747, 102–107.
- Efraim, P., Reis, A., Silva, D.A., Sodr, A., 2017. Impact of sustainability labeling in the perception of sensory quality and purchase intention of chocolate consumers. J. Clean. Prod. 141, 11–21.
- Erdem, T., Swait, J., 2016. The information-economics perspective on brand equity. Found. Trends Mark. 10, 1–59.
- Essoussi, L.H., Zahaf, M., 2009. Exploring the decision-making process of Canadian organic food consumers: Motivations and trust issues. Qual. Mark. Res. 12, 443–459.

- Gabriel, T.R., Berthold, M.R., 2004. Influence of fuzzy norms and other heuristics on “Mixed fuzzy rule formation.” *Int. J. Approx. Reason.* 35, 195–202.
- Gabriella, D.R., Agus, A.A., 2021. Intervariable Influence Analysis of Hierarchy of Effect (Hoe) Model in Cross-Border E-Commerce (Study Case: Shopee and Lazada). *ASEAN Mark. J.* 12, 112–120.
- Gardner, J., Yang, Y., Baker, R.S., Brooks, C., 2019. Modeling and experimental design for MOOC dropout prediction: A replication perspective. *Proc. 12th Int. Conf. Educ. Data Min.* 49–58.
- Haryotoejo, B., 2015. Faktor-Faktor Yang Mempengaruhi Produsen Mie Instan Dalam Penerapan Standar Nasional Indonesia. *Bul. Ilm. Litbang Perdagangan.* 7, 111–127.
- Herjanto, E., 2011. Pemberlakuan SNI Secara Wajib Di Sektor Industri: Efektifitas Dan Berbagai Aspek Dalam Penerapannya. *Indones. J. Ind. Res.* 5, 121–130.
- Hong, I.B., Cha, H.S., 2013. The mediating role of consumer trust in an online merchant in predicting purchase intention. *Int. J. Inf. Manage.* 33, 927–939.
- Hutter, K., Hautz, J., Dennhardt, S., Füller, J., Fu, J., 2013. The impact of user interactions in social media on brand awareness and purchase intention : the case of MINI on Facebook. *J. Prod. Brand Manag.* 22, 342–351.
- Isharyadi, F., Suminto, S., Wibowo, A., 2018. Persepsi Masyarakat Terhadap Produk Bertanda SNI Di Kota Denpasar, Banjarmasin, Mataram Dan Manado. *J. Stand.* 19, 71.
- J. Ross, T., 2010. *Fuzzy Logic With Engineering Application.*
- Jean-Pierre, L.-M., Porral, C.C., 2016. Food private label brands: the role of consumer trust on loyalty and purchase intention. *Br. Food J.* 12, 564–578.
- Kabir, M.R., Ashraf, F. Bin, Ajwad, R., 2019. Analysis of different predicting model for online shoppers’ purchase intention from empirical data. 2019 22nd Int. Conf. Comput. Inf. Technol. ICCIT 2019 18–20.
- Katherine, V., Alagarsamy, K., 2013. A Fuzzy Mathematical Model for Performance Testing in Cloud Computing Using User Defined Parameters. *Int. J. Softw. Eng. Appl.* 4, 27–39.
- Khodabandehlou, S., Zivari Rahman, M., 2017. Comparison of supervised machine learning techniques for customer churn prediction based on analysis of customer behavior. *J. Syst. Inf. Technol.* 19, 65–93.
- Konuk, F.A., 2018. The role of store image, perceived quality, trust and perceived value in predicting consumers’ purchase intentions towards organic private label food. *J. Retail. Consum. Serv.* 43, 304–310.
- Kotler, P., 2017. *Principles of Marketing: Seventh European Edition.* Pearson Education.
- Kristiningrum, E., Ayundyahrini, M., Susanto, D.A., Setyoko, A.T., Kresiani, R.H., Suparmanto, N., 2021. Quantifying the economic benefit of standard on auto-electric stove for Batik small medium enterprises in Indonesia. *Heliyon* 7, e07299.
- Kumar, H.H., John, S.F., Senith, S., 2014. A Study on factors influencing consumer buying behavior in cosmetic Products. *Int. J. Sci. Res. Publ.* 4, 2250–3153.

- Kumar, N., Kapoor, S., 2017. Do labels influence purchase decisions of food products? study of young consumers of an emerging market. *Br. Food J.* 119, 218–229.
- Kusumadewi, S., Guswaludin, I., 2005. Fuzzy Multi-Atributte Descision Making 3, 25–38.
- Lee, H.J., Goudeau, C., 2014. Consumers' beliefs, attitudes, and loyalty in purchasing organic foods: The standard learning hierarchy approach. *Br. Food J.* 116, 918–930.
- Lian, S.B., Yoong, L.C., 2019. Assessing the Young Consumers' Motives and Purchase Behavior for Organic Food: An Empirical Evidence from a Developing Nation. *Int. J. Acad. Res. Bus. Soc. Sci.* 9.
- Mackison, D., Wrieden, W.L., Anderson, A.S., 2010. Validity and reliability testing of a short questionnaire developed to assess consumers' use, understanding and perception of food labels. *Eur. J. Clin. Nutr.* 64, 210–217.
- Maison, D., Marchlewska, M., Syarifah, D., Zein, R.A., Kret, M.E., Lukas, S., 2018. Explicit Versus Implicit “Halal” Information: Influence of the Halal Label and the Country-of-Origin Information on Product Perceptions in Indonesia 9, 1–7.
- Mayvita, P.A., Zulfikar, R., 2019. the Level of Cognitive, Affective and Konative Banjarmasin'S Public Based on Demographic and Psychografic in Responding To Prohibition Policy the Use of Plastic As Shoothing Bags. *J. Ekon. dan Manaj.* 19, 637–649.
- Mu, W., 2019. A Big Data-based Prediction Model for Purchase Decisions of Consumers on Cross-border E-commerce Platforms. *J. Eur. des Syst. Autom.* 52, 363–368.
- Muhammad Noor, M., 2019. Effect of Product Promotion, Quality Products, Consumer Satisfaction in Forming Consumer Loyalty to Return Buying Safety Shoes Products CV. Berkah Karya Jaya. *J. Justisia Ekon. Magister Huk. Ekon. Syariah* 3, 1689–1699.
- Najafi, E., Molana, M.H., Sajadi, M., Miri-Nargesi, S., Gohardehi, M., 2016. A Fuzzy Group Decision Making Approach for Evaluating the Criteria in Consumer Behavior: a Case Study. 2nd Int. Conf. Mod. Res. Manag. Econ. Accounting, KL, Malaysia, 15 Dec 2016.
- Newen, A., 2017. What are cognitive processes? An example-based approach. *Synthese* 194, 4251–4268.
- Nithyashri, J., Kulanthaivel, G., 2012. Classification of human age based on Neural Network using FG-NET Aging database and Wavelets. 4th Int. Conf. Adv. Comput. ICoAC 2012 12–16.
- Nunez, J.-J., Nguyen, T.T., Zhou, Y., Cao, B., Ng, R.T., Chen, J., Frey, B.N., Milev, R., Müller, D.J., Rotzinger, S., Soares, C.N., Uher, R., Kennedy, S.H., Lam, R.W., 2021. Replication of machine learning methods to predict treatment outcome with antidepressant medications in patients with major depressive disorder from STAR*D and CAN-BIND-1. *PLoS One* 16, e0253023.
- Oliveira, T., Alhinho, M., Rita, P., Dhillon, G., 2017. Modelling and testing consumer trust dimensions in e-commerce. *Comput. Human Behav.* 71, 153–

164.

- Pappas, N., 2016. Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *J. Retail. Consum. Serv.* 29, 92–103.
- Park, M., Yoo, J., 2018. Benefits of mass customized products: moderating role of product involvement and fashion innovativeness. *Heliyon* 4, e00537.
- Pratiwi, R.A., Fahma, F., Sutopo, W., Pujiyanto, E., Suprpto, Ayundyahrini, M., 2018. Designing parameter for developing standard of manual wheelchair. *Int. J. Appl. Sci. Eng.* 15.
- Princy, S., Dhenakaran, S.S., 2016. Comparison of Triangular and Trapezoidal Fuzzy Membership Function. *J. Comput. Sci. Eng.* 2, 46–51.
- Qazzafi, S., 2019. Consumer Buying Decision Process Toward Products. *Int. J. Sci. Res. Eng. Dev.* 2, 130–134.
- Rachmawati, D., Shukri, S., Azam, S.M.F., Khatibi, A., 2019. Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Manag. Sci. Lett.* 9, 1341–1348.
- Rakhmawati, T., Sumaedi, S., Bakti, I.G.M.Y., 2018. An empirical testing on quality label equity model. *Proc. Int. Conf. Ind. Eng. Oper. Manag.* 2018-March, 3513–3524.
- Rakhmawati, T., Sumaedi, S., Mahatma, I.G., Bakti, Y., Widiyanti, T., Damayanti, S., 2020. Intention to use helmet with quality standard label: an integration model of the hierarchy of effect theory and the information signaling theory. *Transp. Res. Procedia* 48, 3324–3341.
- Rangkuti, A.H., Ayuliana, Fahri, M., 2018. Improving image classification using fuzzy neural network and backtracking algorithm. *J. Telecommun. Electron. Comput. Eng.* 10, 123–128.
- Rosiawan, M., Singgih, M.L., Widodo, E., 2018. The benefit attributes of the Indonesian National Standard (SNI) product. *SHS Web Conf.* 49, 01003.
- Sadikoglu, G., 2017. Modeling of Consumer Buying Behaviour Using Z-Number Concept Modeling of Consumer Buying Behaviour Using Z-Number Concept. *Intell. Autom. Soft Comput.* 8587, 1–5.
- Setyoko, A.T., Isharyadi, F., Kristiningrum, E., 2018. Kinerja Dan Respon Industri Atas Pemberlakuan Sni Wajib. *J. Stand.* 19, 207.
- Shahid, Z., Hussain, T., Park, N.C., Bagh, T., Scheme, H., 2017. The Impact of Brand Awareness on The consumers' Purchase Intention. *J. Mark. Consum. Res.* 33, 34–38.
- Shao, X.Y., Wang, Z.H., Li, P.G., Feng, C.X.J., 2006. Integrating data mining and rough set for customer group-based discovery of product configuration rules. *Int. J. Prod. Res.* 44, 2789–2811.
- Shepherd, W.G., 1999. *The Economics of Industrial Organization*, 4th Editio. ed. Waveland Press, San Fransisco.
- Song, S.Y., Kim, Y.K., 2018. A human-centered approach to green apparel advertising: Decision tree predictive modeling of consumer choice. *Sustain.* 10.
- Stankevich, A., 2017. Explaining the Consumer Decision-Making Process: Critical Literature Review. *J. Int. Bus. Res. Mark.* 2, 7–14.
- Statistik, B.P., 2019. Rata-rata Upah Buruh di Kota dan Desa [WWW Document].

- URL <https://databoks.katadata.co.id/datapublish/2019/10/16/kesenjangan-upah-di-kota-dan-desa> (accessed 11.18.19).
- Steenkamp, E.M., 1990. Conceptual Model of the Quality Formation Process. *J. Bus. Res.* 21, 309–333.
- Sukesti, F., Budiman, M., 2014. THE INFLUENCE HALAL LABEL AND PERSONAL RELIGIOUSITY ON PURCHASE DECISION ON FOOD PRODUCTS IN INDONESIA. *Int. J. Business, Econ. Law* 4, 2012–2015.
- Susanto, D.A., Isharyadi, F., Ritonga, M., 2017. Manfaat Ekonomi Penerapan Standar Pada Usaha Kecil. *J. Stand.* 19, 25–38.
- Sutawijaya, A.H., Mochtar, I.L., Nawangsari, L.C., 2018. Quality certification and customer satisfaction. *Eur. Res. Stud. J.* 21, 266–279.
- Tiozzo, B., Mari, S., Ruzza, M., Crovato, S., Ravarotto, L., 2017. Consumers' perceptions of food risks: A snapshot of the Italian Triveneto area. *Appetite* 111, 105–115.
- Ushada, M., Putro, N.A.S., Khuriyati, N., 2019. An intelligent incentive model based on environmental ergonomics for food SMEs. *J. Eng. Technol. Sci.* 51, 839–854.
- Valensia, T.S., 2020. Product Standardization through SNI as A Form of Consumer Protection in Indonesia. *Leg. J. Ilm. Huk.* 28, 1–10.
- Vasilic, S., 2004. Fuzzy Neural Network Pattern Recognition Algorithm for Classification of The Events in Power System Networks.
- Waldman, K.B., Kerr, J.M., 2018. Does safety information influence consumers' preferences for controversial food products? *Food Qual. Prefer.* 64, 56–65.
- Wang, J., Tao, J., Chu, M., 2020. Behind the label : Chinese consumers ' trust in food certification and the effect of perceived quality on purchase intention. *Food Control* 108.
- Weilbacher, W.M., 2001. Point of view: Does advertising cause a hierarchy of effects? *J. Advert. Res.* 41, 19–26.
- Wibawa, A.P., Purnama, M.G.A., Akbar, M.F., Dwiyanto, F.A., 2018. Metode-metode Klasifikasi. *Pros. Semin. Ilmu Komput. dan Teknol. Inf.* 3, 134–138.
- Widia, I.D.M., Rosalin, S., Asriningtias, S.R., 2021. Cluster Validity Index to Determine the Optimal Number Clusters of Fuzzy Clustering for Classify Customer Buying Behavior 5, 20–24.
- Yarmen, M., Bakti, I.G.M.Y., Damayanti, S., Sumaedi, S., 2015. Quality Label Equity : The Integration Approach of Cognitive Psychology and Signaling Information Economics. In: *The 7th Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015)*. pp. 1–9.
- Yin, S., Chen, M., Chen, Y., Xu, Y., Zou, Z., Wang, Y., 2016. Consumer trust in organic milk of different brands: the role of Chinese organic label. *Br. Food J.* 118, 1769–1782.
- Yu, S., Hudders, L., Cauberghe, V., 2018. Selling luxury products online: The effect of a quality label on risk perception, purchase intention and attitude toward the brand. *J. Electron. Commer. Res.* 19, 16–35.
- Zhang, C., Campana, P.E., Liu, C., Wang, K., Yan, J., 2019. Crowdfunding preferences for a sustainable milk product with integrated photovoltaic water pumping system in China. *Appl. Energy* 255, 113694.

Zhllima, E., Imami, D., Canavari, M., 2015. Consumer perceptions of food safety risk: Evidence from a segmentation study in Albania. *J. Integr. Agric.* 14, 1142–1152.