

DAFTAR PUSTAKA

- Alfa, A. A. G., dkk. (2017). Analisis Pengaruh Faktor Keputusan Konsumen dengan Structural Equation Modeling Partial Least Square. *Jurnal EurekaMatika*, 5(2), 59–71.
- Andrian, dkk. (2022). *Perilaku Konsumen*. Malang: Rena Cipta Mandiri.
- Childs, J. dan E. Childs. (2013). *Kombucha! The Amazing Probiotic Tea that Cleanses, Heals, Energizes, and Detoxifies*. United States: Penguin Publishing Group.
- Chin, W.W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295-336). Mahwah, NJ: Lawrence Erlbaum Associates.
- De Roos, J dan De Vuyst L. (2018). Acetic acid bacteria in fermented foods and beverages. *Curr Opin Biotechnol*. 49:115-119.
- DeVellis, R. F. (2017). *Scale development: Theory and applications*. Sage publications.
- Duli, Nikolaus. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data Dengan SPSS*. Deepublish.
- Hair, J. F., dkk. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, J. F., dkk. (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>.
- Hair, J.F., dkk. (2021). An Introduction to Structural Equation Modeling. *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. https://doi.org/10.1007/978-3-030-80519-7_1
- Hati, Shinta Wahyu dan Aryani, (2017). Analisis Atribut Produk Yang Berpengaruh Terhadap Keputusan Pembelian Yamaha Mio J Fi Cw Di Batam. *Jurnal Valuta*. Vol. 3 No 1
- Hamid, Rahmad Solling, dan Anwar, Suhardi, M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian*. Jakarta: PT Inkubator Penulis Indonesia.
- Hanslim, F., Jaya, H. P., dan Prasetyawati, Y. R. (2020). The Influence of Perceived Quality on Product Purchase Intention Through Event. *Communicare : Journal of Communication Studies*, 7(2), 121–134.
- Inkwood Research. (2020). *Asia Pacific Kombucha Market*. Diakses melalui <https://inkwoodresearch.com/reports/asia-pacific-kombucha-market/> pada 7 Desember 2022 pukul 16.18 WIB.
- Ismiyanto. (2003). *Metode Penelitian*. Semarang: FBS UNNES Jamaluddin.

- Kapp, Julie M. dan Walton Sumner. (2019). *Kombucha: a systematic review of the empirical evidence of human health benefit. Annals of Epidemiology*. 30. 66-70
- Kim, Juyoung dan Koushik Adhikari. (2020). Current Trends in *Kombucha: Marketing Perspectives and the Need for Improved Sensory Research. Beverages Journal*. 6(15). 1-19
- Kock, Ned dan Pierre Hadaya. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information systems journal*, 28(1), 227-261.
- Kotler, Philip dan Kevin Lane Keller. (2009). *Manajemen Pemasaran (Terjemahan)*. United States of America: Pearson Education.
- Lam, L. W. (2012). Impact of competitiveness on salespeople's commitment and performance. *Journal of Business Research*, 65(9), 1328-1334
- Massoud, Ramona, dkk. (2022). All Aspects of Antioxidant Properties of *Kombucha Drink. Fermentation*. 8(11). 625.
- Melnyk, V., Carrillat, F. A., & Melnyk, V. (2022). The Influence of Social Norms on Consumer Behavior: A Meta-Analysis. *Journal of Marketing*, 86(3), 98–120. <https://doi.org/10.1177/002224292111029199>
- Mkedder, Nadjim dkk. (2021). Investigating the antecedents of purchase intention toward local dairy products: an empirical study based on the SOR model. *Central European Management Journal*. 29(4).
- Mubarok, Muhammad M. (2018). The effect of brand image and consumer attitudes on the decision to purchase Batik Jetis Sidoarjo mediated by intent to buy. *Journal of Economics, Business & Accountancy Ventura*, 21(1)
- Nemoto dan Beglar. (2014). *Developing Likert-Scale Questionnaires. JALT 2013 Conference Proceedings*. Tokyo: JALT.
- Oswari, dkk. 2021. Effect of marketing mix and national culture on consumer intention for music products: A case study of Indonesian and Indian consumer. *ASEAN Marketing Journal*. 11(1)
- Safira, Zelda. (2022). Factors influencing the purchase intention of Indonesian consumer towards video streaming service subscription. <http://repository.unsoed.ac.id/id/eprint/18433>
- Setiadi, Nugroho J. (2013). *Perilaku Konsumen*. Jakarta: Kencana.
- Setiarto, R. Haryo. (2020). *Teknologi Fermentasi Pangan Tradisional dan Produk Olahannya*. GUEPEDIA.
- Sheth, J. N., dkk. (1991). *Consumption Values and Market Choice: Theory and Applications*. Cincinnati: South-Western Publishing.
- Siyoto, Sandu dan Sodik, M. Ali. (2015). *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Solomon, M. R. (2004). *Consumer Behavior – Buying, Having, and Being*. Pearson Prentice Hall. New Jersey.
- Tukatman, dkk. (2023). *Bunga Rampai Metodologi Penelitian*. Purwokerto: CV Pena Persada.
- Winarno, Slamet Heri. (2017). “Penilaian Kinerja Keuangan Perusahaan Melalui Analisis Rasio Profitabilitas.” *Jurnal Moneter* 6(2):106–12