

DAFTAR PUSTAKA

- Adisty, N. (2022). *Bukan Jepang, Inilah Negara dengan Tingkat Konsumsi Mi Instan Terbanyak*. <https://goodstats.id/article/bukan-jepang-inilah-negara-konsumsi-mi-instan-terbanyak-di-dunia-8rUYu>
- Al-Sabbahy, H. Z., Ekinici, Y., & Riley, M. (2004). An investigation of perceived value dimensions: Implications for hospitality research. *Journal of Travel Research*, 42(3), 226–234. <https://doi.org/10.1177/0047287503258841>
- Annur, C. (2022). *Merek Mi Instan Paling Banyak Dikonsumsi Masyarakat Indonesia Dalam Setahun Terakhir*. <https://databoks.katadata.co.id/datapublish/2023/02/17/indomie-merek-mi-instan-yang-paling-banyak-dikonsumsi-masyarakat-indonesia-setahun-terakhir>.
- Armanto, R., Islamiah, B., & Gunarto, M. (2022). *Pengaruh Citra Merek dan Kepercayaan Merek terhadap Loyalitas Merek Mie Instan* (Vol. 3, Nomor 2). <https://instantnoodles.org>
- Astuti, T. D. (2022). *Mie Instan Sebagai Alternatif Mi Lebih Sehat*. <https://validnews.id/kultura/mi-instan-sebagai-alternatif-mi-lebih-sehat>.
- BPOM. (2019). *Sosialisasi Pelabelan Gizi Pangan Olahan*. <https://standarpangan.pom.go.id/berita/sosialisasi-pelabelan-gizi-pangan-olahan>
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. Dalam *Journal of Marketing* (Vol. 120).
- Blut, M., Beatty, S. E., Evanschitzky, H., & Brock, C. (2014). The impact of service characteristics on the switching costs-customer loyalty link. *Journal of Retailing*, 90(2), 275–290. <https://doi.org/10.1016/j.jretai.2014.04.003>
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer switching costs: A typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 31(2), 109–126. <https://doi.org/10.1177/0092070302250897>
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Cempena, I. B., Brahmayanti, I. A. S., Astawinetu, E. D., Panjaitan, F. A. B. K., Kartini, I. A. N., & Panjaitan, H. (2021). The Role of Customer Values in Increasing Tourist Satisfaction in Gianyar Regency, Bali,

- Indonesia. *Journal of Asian Finance*, 8(8), 553–0563.
<https://doi.org/10.13106/jafeb.2021.vol8.no8.0553>
- Cronin, J. J., Brady, M. K., Tomas, G., & Hult, M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193–218.
- Dodds, W. B. (1991). In search of value: How price and store name information influence buyers' product perceptions. *Journal of Consumer Marketing*, 8(2), 15–24. <https://doi.org/10.1108/07363769110034974>
- Farzin, M., Shababi, H., Shirchi Sasi, G., Sadeghi, M., & Makvandi, R. (2023). The determinants of eco-fashion purchase intention and willingness to pay. *Spanish Journal of Marketing - ESIC*.
<https://doi.org/10.1108/SJME-07-2022-0158>
- Fernández, R. S., Bonillo, M. Á. I., & Holbrook, M. B. (2009). The conceptualisation and measurement of consumer value in services. *International Journal of Market Research*, 51(1), 1–17.
- Firdaus, F. S., Ikhsan, R. B., & Fernando, Y. (2023). Predicting purchase behaviour of Indonesian and French Muslim consumers: insights from a multi-group analysis. *Journal of Islamic Marketing*, 14(5), 1229–1259.
<https://doi.org/10.1108/JIMA-05-2021-0169>
- Foroudi, P., Cuomo, M. T., & Foroudi, M. M. (2020). Continuance interaction intention in retailing: Relations between customer values, satisfaction, loyalty, and identification. *Information Technology and People*, 33(4), 1303–1326. <https://doi.org/10.1108/ITP-09-2018-0421>
- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models* (3 ed.). Statistical Associates Publishing.
- Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, 390. <https://doi.org/10.1016/j.jclepro.2023.136092>
- Guritno, D. R. M. (2023, Mei 15). *Rekomendasi Produk Mie Instan Sehat*. <https://yoursay.suara.com/ulasan/2023/05/16/083206/5-rekomendasi-produk-mie-instan-sehat-cocok-untuk-stok-di-rumah-nih>
- 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. Dalam *European Business Review* (Vol. 26, Nomor 2, hlm. 106–121). Emerald Group Publishing Ltd.
<https://doi.org/10.1108/EBR-10-2013-0128>

- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarteedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.
- Handoko, B. I. S., & Setiawan, I. (2017). Availability to Pay (Willingness to Pay) Millennial Consumers in Consuming Organic Vegetables (A Case in Warung Sehat 1000 Kebun, Bandung City). *Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 7(1), 911–928.
- Hasan, A. A.-T. (2022). Technology attachment, e-Attitude, perceived value, and behavioral intentions towards Uber-ridesharing services: the role of hedonic, utilitarian, epistemic, and symbolic value. *Journal of Contemporary Marketing Science*, 5(3), 239–265. <https://doi.org/10.1108/jcmars-01-2022-0002>
- Holbrook, M. B. (2006). Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. *Journal of Business Research*, 59(6), 714–725. <https://doi.org/10.1016/j.jbusres.2006.01.008>
- Hoyle, R. H. (2012). *Handbook of Structural Equation Modeling*. The Guilford Press.
- Hsiao, C. H., Chang, J. J., & Tang, K. Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, 33(2), 342–355. <https://doi.org/10.1016/J.TELE.2015.08.014>
- Kencana, D. (2019). *Pengaruh Mie Instan Bagi Kesehatan Anak Kos di Jalan Garuda Induk, Kec. Padang Utara, Kota Padang*.
- Khemthong, S., & Charnkit, P. (2022). A path analysis study of repurchase intention of food with health claim under the effect of food attributes. *Canada. Decision Science Letters*, 11, 263–272. <https://doi.org/10.5267/dsl.2022.3.001>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (S. Wall, Ed.; 15 ed.). Pearson Education Limited.
- Kotler, P., Armstrong, G., Saunders, J., & Wang, V. (1999). *Principles of Marketing* (I. Stoneham, Ed.; Second Edition). Prentice Hall Inc.
- Lwin, M. O. (2015). Comparative practices of food label claims from US, EU and selected Southeast Asian countries. *Journal of Consumer Marketing*, 32(7), 530–541. <https://doi.org/10.1108/JCM-10-2014-1191>

- Militina, T., & Noorlitaria Achmad, G. (2020). Effect of Customer Value and Customer Experience on Customer Satisfaction and Loyalty PT Meratus Samarinda. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 4. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Mohd Suki, N. (2016). Consumer environmental concern and green product purchase in Malaysia: structural effects of consumption values. *Journal of Cleaner Production*, 132, 204–214. <https://doi.org/10.1016/j.jclepro.2015.09.087>
- Muro-Rodríguez, A. I., Pérez-Jiménez, I. R., Esteban-Dorado, A., & Martínez-Ruiz, M. P. (2021). Food values, satisfaction, and loyalty: Some evidence in grocery retailing acquired during the COVID-19 pandemic. *Sustainability (Switzerland)*, 13(7). <https://doi.org/10.3390/su13073908>
- Musanto, T. (2004). *Faktor-Faktor Kepuasan Pelanggan dan Loyalitas Pelanggan: Studi Kasus pada CV. Sarana Media Advertising Surabaya*. <http://puslit.petra.ac.id/journals/management/>
- Nasution, A. M. U. (2023). Analisis Kepuasan Konsumen terhadap Loyalitas Konsumen dengan Dimoderasi oleh Faktor Harga dan Variasi Produk Makanan Sehat pada PT Melia Sehat Sejahtera. *Economics, Business and Management Science Journal*, 3(1), 61–66. <https://doi.org/10.34007/ebmsj.v3i1.346>
- Ngoc, A., Bui, T., Chi, H., & Bui, A. (2017). *Analysis of factors affecting consumers' intention to buy organic food*. <https://www.researchgate.net/publication/339948399>
- Nurhayati. (2022). *Intention to Focus on Healthy eating and Nutrition Among Consumer in Indonesia*. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1365355/indonesia-intention-to-focus-on-healthy-eating-and-nutrition/>
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33–44.
- Papista, E., Chrysochou, P., Krystallis, A., & Dimitriadis, S. (2018). Types of value and cost in consumer–green brands relationship and loyalty behaviour. *Journal of Consumer Behaviour*, 17(1), e101–e113. <https://doi.org/10.1002/cb.1690>
- Papista, E., & Krystallis, A. (2013). Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework. *Journal of Business Ethics*, 115(1), 75–92. <https://doi.org/10.1007/s10551-012-1367-6>
- Perrea, T., Chrysochou, P., & Krystallis, A. (2023). Customer value toward innovative food products: Empirical evidence from two international

- markets. *Innovative Food Science and Emerging Technologies*, 84. <https://doi.org/10.1016/j.ifset.2023.103293>
- Perrea, T., Grunert, K. G., & Krystallis, A. (2015). Consumer value perceptions of food products from emerging Processing technologies: A cross-cultural exploration. *Food Quality and Preference*, 39, 95–108. <https://doi.org/10.1016/j.foodqual.2014.06.009>
- Perrea, T., Krystallis, A., Engelgreen, C., & Chrysochou, P. (2017). Much too new to eat it? Customer value and its impact on consumer-product relationship in the context of novel food products. *Journal of Product and Brand Management*, 26(6), 616–630. <https://doi.org/10.1108/JPBM-09-2015-0984>
- Peter, J. Paul., & Olson, J. C. (Jerry C. (2010). *Consumer behavior & marketing strategy*. McGraw-Hill Irwin.
- Pichierri, M., Peluso, A. M., Pino, G., & Guido, G. (2021). Communicating the health value of extra-virgin olive oil: an investigation of consumers' responses to health claims. *British Food Journal*, 123(2), 492–508. <https://doi.org/10.1108/BFJ-03-2020-0198>
- Picón, A., Castro, I., & Roldán, J. L. (2013). *The relationship between satisfaction and loyalty: A mediator analysis* ☆. <https://doi.org/10.1016/j.jbusres.2013.11.038>
- Predanócyová, K., Šedík, P., & Horská, E. (2023). Exploring consumer behavior and attitudes toward healthy food in Slovakia. *British Food Journal*, 125(6), 2053–2069. <https://doi.org/10.1108/BFJ-06-2022-0517>
- Schumacker, R. E., & Lomax, R. G. (2010). *A beginner's guide to structural equation modeling*. Routledge.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7 ed.). John Wiley & Sons Ltd.
- Sheth, J. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *JAG*, 1–14.
- Sumali, M. F. (2020). *Analisis Preferensi Konsumen Terhadap Flavoured Iced Coffee di Coffee Shop dengan Metode Conjoint Analysis*. Universitas Gadjah Mada.
- Teng, Y. M., Wu, K. S., & Liu, H. H. (2015). Integrating Altruism and the Theory of Planned Behavior to Predict Patronage Intention of a Green Hotel. *Journal of Hospitality and Tourism Research*, 39(3), 299–315. <https://doi.org/10.1177/1096348012471383>

- Wang, Y., po lo, H., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: A customer-based perspective from China. *Managing Service Quality: An International Journal*, 14, 169–182. <https://doi.org/10.1108/09604520410528590>
- Watanabe, E. A. de M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, 122(4), 1070–1184. <https://doi.org/10.1108/BFJ-05-2019-0363>
- Wilson, B., Rita, P., Barrios, A., & Popp, B. (2021). Extending the notion of customer value to surfing camps. *Heliyon*, 7(8). <https://doi.org/10.1016/j.heliyon.2021.e07876>
- Yoo, B., Donthu, N., & Lee, S. (2000). *An Examination of Selected Marketing Mix Elements and Brand Equity*.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Dalam *Source: Journal of Marketing* (Vol. 52, Nomor 3).