



DAFTAR PUSTAKA

- Achudan, S. N., Dos Mohamed, A. M., Rashid, R. S. A., & Mittis, P. (2020). Yield and physicochemical properties of starch at different sago palm stages. *Materials Today: Proceedings*, 31(1), 122–126. <https://doi.org/10.1016/j.matpr.2020.01.341>
- Affiah, E. A., Udom, M. E. L., Nwaguru, P., John, N., & Okon, M. G. D. (2022). Product Positioning and Customer Targeting Practices Adopted by Small-Scale Manufacturing Firms in Rivers State, Nigeria. *British Journal of Marketing Studies*, 10(4), 17–26.
- Albar, B. B., Larasati, M., & Putra, S. E. (2020). Market Testing dan Positioning Produk Inovasi. *Andalas Management Review*, 4(2), 73–88.
- Al-Jundi, S. A., Shuhaimi, A., & Augustine, R. (2019). Effect of Consumer Innovativeness on New Product Purchase Intentions through Learning Process and Perceived Value. *Cogent Business & Management*, 6(1), 1–21. <https://doi.org/10.1080/23311975.2019.1698849>
- Amri, S., & Prihandono, D. (2019). Influence Lifestyle, Consumer Ethnocentrism, Product Quality on Purchase Decision through Purchase Intention. *Management Analysis Journal*, 8(1), 25–38.
- Ananda, T. (2024, January 9). *Indonesia - Country Commercial Guide: Agriculture*. International Trade Administration. <https://www.trade.gov/country-commercial-guides/indonesia-agriculture>
- Annur, C. M. (2023, May 25). *Jumlah Konsumsi Mi Instan di Indonesia Meroket Semenjak Pandemi Covid-19*. Katadata Media Network. <https://databoks.katadata.co.id/datapublish/2023/05/25/jumlah-konsumsi-mi-instan-di-indonesia-meroket-semenjak-pandemi-covid-19>
- Antara, N., & Wartini, M. (2014). *Aroma and Flavor Compounds. Tropical Plant Curriculum*. Universitas Udayana.
- Ariszani, M., Suharyono, & Kumadjo, S. (2015). The influence of corporate image on trust and its impact on buying interest. *Journal of Business Administration*, 20(1).
- Aryanti, N., & Abidin, K. Y. (2015). Ekstraksi Glukomanan dari Porang Lokal (*Amorphophallus oncophyllus* dan *Amorphophallus muerelli blume*). *Metana*, 11(1), 21–30.
- Astawan, M. (2003). *Membuat Mi dan Bihun*. Penebar Swadaya.
- Badan Pengawas Obat dan Makanan. (2019). *Peraturan Badan Pengawas Obat dan Makanan Nomor 11 Tahun 2019 Tentang Bahan Tambahan Pangan*. BPOM RI.



Badan Pengawas Obat dan Makanan. (2020). *Pedoman Label Pangan Olahan 2020*. Badan Pengawas Obat dan Makanan RI.

Badan Pengawas Obat dan Makanan. (2022). *Pengawasan Klaim pada Label dan Iklan Olahan Pangan*. Badan Pengawas Obat dan Makanan.

Badan Pusat Statistik. (2024a). *Proyeksi Jumlah Penduduk menurut Kabupaten/Kota di D.I. Yogyakarta (Jiwa), 2023-2025*. Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. <https://yogyakarta.bps.go.id/indicator/12/133/1/proyeksi-jumlah-penduduk-menurut-kabupaten-kota-di-d-i-yogyakarta-.html>

Badan Pusat Statistik. (2024b). *Proyeksi Penduduk menurut Kelompok Umur dan Jenis Kelamin di D.I. Yogyakarta (x 1000), 2017-2025 (Jiwa)*, 2023-2025. Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. <https://yogyakarta.bps.go.id/indicator/12/174/1/proyeksi-penduduk-menurut-kelompok-umur-dan-jenis-kelamin-di-d-i-yogyakarta-x-1000-2017-2025.html>

Badan Pusat Statistik. (2024c, February 27). *Rata-Rata Konsumsi per Kapita Seminggu Beberapa Macam Bahan Makanan Penting, 2007-2023*.

Badan Pusat Statistik. (2024d, March 21). *Impor Biji Gandum dan Meslin menurut Negara Asal Utama, 2017-2023*. <https://www.bps.go.id/statistics-table/1/MjAxNiMx/impor-biji-gandum-dan-meslin-menurut-negara-asal-utama--2017-2023.html>

Baker, A. K., Castura, J. C., & Ross, C. F. (2016). Temporal Check-All-That-Apply Characterization of Syrah Wine. *Journal of Food Science*, 81(6), 1521–1529. <https://doi.org/10.1111/1750-3841.13328>

Biemans, W. G., & Harmsen, H. (1995). Overcoming the barriers to market-oriented product development. *Journal of Marketing Practice: Applied Marketing Science*, 1(2), 7–25. <https://doi.org/10.1108/EUM0000000003882>

Boutrolle, I., Delarue, J., Arranz, D., Rogeaux, M., & Koster, E. P. (2007). Central Location Test vs. Home Use Test: Contrasting Results Depending on Product Type. *Food Quality and Preference*, 18, 490–499.

Bowen, J. T., & Chen McCain, S. L. (2015). Transitioning Loyalty Programs: A Commentary on “The Relationship between Customer Loyalty and Customer Satisfaction.” *International Journal of Contemporary Hospitality Management*, 27(3), 415–430. <https://doi.org/10.1108/IJCHM-07-2014-0368>

Brandolini, A., Hidalgo, A., & Moscaritolo, S. (2008). Chemical composition and pasting properties of einkorn (*Triticum monococcum* L. subsp. *monococcum*) whole meal flour. *Journal of Cereal Science*, 47(3), 599–609. <https://doi.org/10.1016/j.jcs.2007.07.005>



- Bronder, K. L., Zimmerman, S. L., Van Den Wijngaart, A., Codling, K., Johns, K. A., & Pachón, H. (2017). Instant noodles made with fortified wheat flour to improve micronutrient intake in Asia: a review of simulation, nutrient retention and sensory studies. *Asia Pacific Journal of Clinical Nutrition*, 26(2), 191–201.
- Budiardjo, H. (2016). The Impact of Packaging Design to Purchase Behavior through Brand Trust. *International Journal of Business and Management Invention*, 5(1), 82–89.
- Budiwaskito. (2010). *Margin of Error (Makalah Probabilitas dan Statistik)*. Program Studi Sistem dan Teknologi Informasi STEI ITB.
- Bujang, K. (2018). Production, Purification, and Health Benefits of Sago Sugar. In H. Ehara, Y. Toyoda, & D. Johnson (Eds.), *Sago Palm: Multiple Contributions to Food Security and Sustainable Livelihoods* (pp. 299–307).
- Cahyani, D. (2018). The Effect of Irut Flour and Mocaf Flour Substitution in Dry Noodle Processing (In Bahasa: Pengaruh Subtitusi Tepung Irut dan Tepung Mokaf dalam Pengolahan Mie Kering) . *Media Agroscience*, 4, 41–47.
- Cahyorini, A., & Rusfian, E. A. (2011). The Effect of Packaging Design on Impulsive Buying. *Journal of Administrative Science & Organization*, 18(1), 11–21.
- Cao, Z.-B., Yu, C., Yang, Z., Xing, J.-J., Guo, X.-N., & Zhu, K.-X. (2021). Impact of gluten quality on textural stability of cooked noodles and the underlying mechanism. *Food Hydrocolloids*, 119, 106842. <https://doi.org/10.1016/j.foodhyd.2021.106842>
- Cha, S. S., & Wang, X.-W. (2020). A Cross-National Study on Selection Attributes of Instant Noodle between China and Korea. *Journal of Food Products Marketing*, 26(1), 1–16. <https://doi.org/10.1080/10454446.2019.1711483>
- Chang, H. C., & Wu, L. -C. (2008). Texture and Quality Properties of Chinese Fresh Egg Noodles Formulated with Green Seaweed (*Monostroma nitidum*) Powder. *Journal of Food Science*, 73(8). <https://doi.org/10.1111/j.1750-3841.2008.00912.x>
- Chao, C.-W., Reid, M., & Hung, Y.-C. (2016). Vicarious Innovativeness or Vicarious Learning: The Role of Existing Vicarious Innovativeness in New Product Purchase Intentions. *Australasian Marketing Journal*, 24(1), 87–92. <https://doi.org/10.1016/j.ausmj.2016.01.006>
- Chen, Y., Li, D., & Zhao, Z. (2020). Research on Product Recommendation and Consumer Impulsive Purchase Under Social Commerce Platform—Based on S-O-R Model. *Advances in Social Science, Education and Humanities Research*, 215–223.
- Choi, S. E. (2013). Sensory Evaluation. In *Food Science: An Ecological Approach* (2nd ed., pp. 84–111). Jones & Bartlett Learning.



- Chua, M., Chan, K., Hocking, T. J., Williams, P. A., Perry, C. J., & Baldwin, T. C. (2012). Methodologies for the extraction and analysis of konjac glucomannan from corms of *Amorphophallus* konjac K. Koch. *Carbohydrate Polymers*, 87(3), 2202–2210. <https://doi.org/10.1016/j.carbpol.2011.10.053>
- Damayanti, O., Harmayani, E., Manikharda, & Rahayoe, S. (2022). Karakteristik Fisik, Kimia, dan Sensoris Mi kering komposit sagu-terigu dengan Penambahan Glukomanan Porang (*Amorphophallus oncophyllus*). *Skripsi S1 Prodi TPHP FTP UGM*.
- Dhar, M. (2007). *Brand Management 101: 101 Lessons from Real-World Marketing* (1st ed.). John Wiley & Sons.
- Direktorat Jenderal Perkebunan. (2019). *Statistik Perkebunan Indonesia Komoditas Sagu Tahun 2018-2020*. Sekretariat Direktorat Jenderal Perkebunan Kementerian Pertanian.
- Du, C., Jiang, F., Jiang, W., Ge, W., & Du, S. (2020). Physicochemical and structural properties of sago starch. *International Journal of Biological Macromolecules*, 164, 1785–1793. <https://doi.org/10.1016/j.ijbiomac.2020.07.310>
- Ek, S. (2015). Gender Differences in Health Information Behaviour: a Finnish Population-based Survey. *Health Promotion International*, 30(3), 736–745. <https://doi.org/10.1093/heapro/dat063>
- Engelen, A., Sugiyono, S., & Budijanto, S. (2016). Optimasi Proses dan Formula pada Pengolahan Mi Sagu Kering (*Metroxylon sagu*). *Jurnal Agritech*, 35(04), 359. <https://doi.org/10.22146/agritech.9319>
- Everitt, M. (2009). Consumer-Targeted Sensory Quality. In G. Barbosa-Cánovas, A. Mortimer, D. Lineback, W. Spiess, K. Buckle, & P. Colonna (Eds.), *Global Issues in Food Science and Technology* (pp. 117–128). Academic Press Elsevier. <https://doi.org/10.1016/B978-0-12-374124-0.00008-9>
- Fadilla, E. N., Darmanto, Y. S., & Purnamayanti, L. (2019). Characteristics of Dry Noodles with the Addition of Different Fish Scales. *Jurnal Perikanan Universitas Gadjah Mada*, 21(2), 119. <https://doi.org/10.22146/jfs.42648>
- Fiorentini, M., Kinchla, A. J., & Nolden, A. A. (2020). Role of Sensory Evaluation in Consumer Acceptance of Plant-Based Meat Analogs and Meat Extenders: A Scoping Review. *Foods*, 9(9), 1334. <https://doi.org/10.3390/foods9091334>
- Fitriani, R. S., & Sribudiani, E. (2010). Karakteristik Mutu Pati Sagu dari Provinsi Riau dengan Perlakuan Heat Moisture Treatment (HMT). *Jurnal Sagu*, 9(1), 38–44.
- Food and Agriculture Organization. (2024). *Food Labelling*. Food Labelling. <https://www.fao.org/food-labelling/en/>



- Fure, H. (2013). Lokasi, Keberagaman Produk, Harga, dan Kualitas Pelayanan Pengaruhnya terhadap Minat Beli pada Pasar Tradisional Bersehati Calaca. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(3), 233–354.
- García-Milon, A., Martínez-Ruiz, M. P., Olarte-Pascual, C., & Pelegrín-Borondo, J. (2019). Does the product test really make a difference? Evidence from the launch of a new wine. *Food Quality and Preference*, 71, 422–430. <https://doi.org/10.1016/j.foodqual.2018.08.007>
- Giacalone, D., Bredie, W. L. P., & Frøst, M. B. (2013). “All-In-One Test” (AI1): A rapid and easily applicable approach to consumer product testing. *Food Quality and Preference*, 27(2), 108–119. <https://doi.org/10.1016/j.foodqual.2012.09.011>
- Girsang, L. R., & Situmeang, I. V. (2023). Viral Marketing, Daya Tarik, Kampanye, Pesan Kampanye Dan Kualitas Produk Terhadap Minat Beli Produk . *IKRA-ITH HUMANIORA: Jurnal Sosial Dan Humaniora*, 7(2), 167–176.
- Gourville, J. T. (2006). Eager sellers: Stony buyers: Understanding the psychology of new-product adoption. *Harvard Business Review*, 84(6), 98–106.
- Grumezescu, A. M., & Holban, A. M. (2018). *Food Packaging and Preservation* (Vol. 9). Academic Press.
- Grunert, K. G., Verbeke, W., Kügler, J. O., Saeed, F., & Scholderer, J. (2011). Use of consumer insight in the new product development process in the meat sector. *Meat Science*, 89(3), 251–258. <https://doi.org/10.1016/j.meatsci.2011.04.024>
- Julia, N., Dhaka, V., & Khatkar, B. S. (2014). Instant Noodles: Processing, Quality, and Nutritional Aspects. *Critical Reviews in Food Science and Nutrition*, 54(10), 1386–1399. <https://doi.org/10.1080/10408398.2011.638227>
- Gunawan, P. A., & Kunto, Y. S. (2022). Pengaruh Brand Image dan Nutrition Label terhadap Keputusan Pembelian Mie Instan Lemonilo: Efek Moderasi Orientasi Makanan Sehat. *Jurnal Manajemen Pemasaran*, 16(1), 48–56.
- Haley, H., & McDonald, S. T. (2016). Spice and herb extracts with chemesthetic effects. In *Chemesthesis: Chemical Touch in Food and Eating* (pp. 32–47). Wiley. <https://doi.org/10.1002/9781118951620.ch3>
- Han, L., Cheng, Y., Zhang, Q., Ma, H., Tatsumi, E., & Li, L. (2014). Synergistic Effects of Calcium Hydroxide and Konjac Glucomannan (KGM) on the Thermomechanical Properties of Buckwheat Flour and the Quality of Buckwheat Noodles. *Journal of Texture Studies*, 45(6), 420–429. <https://doi.org/10.1111/jtxs.12093>



- Harisno, H., & Herby, D. (2018). The Analysis of Factors Affecting the Buying Interest of E-Commerce Customers. *CommIT (Communication and Information Technology) Journal*, 12(1), 13. <https://doi.org/10.21512/commit.v12i1.2089>
- Hayati, R., Marliah, A., & Rosita, F. (2012). Sifat Kimia dan Evaluasi Sensori Bubuk Kopi Arabika. *Jurnal Florstek*, 7(1), 66–75.
- Hoek, A. C., Luning, P. A., Weijzen, P., Engels, W., Kok, F. J., & de Graaf, C. (2011). Replacement of meat by meat substitutes. A survey on person- and product-related factors in consumer acceptance. *Appetite*, 56(3), 662–673. <https://doi.org/10.1016/j.appet.2011.02.001>
- Hu, Y., Wei, J., & Chen, Y. (2017). The Impact of Salt on the Quality of Fresh Wheat Noodle. *Acta Universitatis Cibiniensis. Series E: Food Technology*, 21(2), 53–61. <https://doi.org/10.1515/aucft-2017-0015>
- Humas Pemda DIY. (2023, November 30). *Rerata UMK 2024 DIY Naik Diatas 7%*. <https://jogjaprov.go.id>
- Hyman, M. R., & Sierra, J. J. (2016). Test Marketing: A Primer. *Business Outlook*, 14(9), 1–9.
- Iffathurjannah, M. I., & Harti. (2021). Pengaruh Keamanan Makanan, Harga, dan Rasa terhadap Keputusan Pembelian. *Akuntabel*, 18(2), 235–246.
- In, J., Kang, H., Kim, J. H., Kim, T. K., Ahn, E. J., Lee, D. K., Lee, S., & Park, J. H. (2020). Tips for troublesome sample-size calculation. *Korean Journal of Anesthesiology*, 73(2), 114–120. <https://doi.org/10.4097/kja.19497>
- Inderst, R., & Obradovits, M. (2023). Pricing and Product Positioning with Relative Consumer Preferences*. *The Journal of Industrial Economics*, 71(3), 924–960. <https://doi.org/10.1111/joie.12341>
- Jamco, J. C. S., & Balami, A. M. (2022). Analisis Kruskal-Wallis untuk Mengetahui Konsentrasi Belajar Mahasiswa Berdasarkan Bidang Minat Program Studi Statistika FMIPA UNPATTI. *Jurnal Matematika, Statistika, Dan Terapannya*, 01(01), 29–34.
- Jimenez-Colmenero, F., Cofrades, S., Herrero, A. M., Solas, M. T., & Ruiz-Capillas, C. (2013). Konjac gel for use as potential fat analogue for healthier meat product development: Effect of chilled and frozen storage. *Food Hydrocolloids*, 30(1), 351–357. <https://doi.org/10.1016/j.foodhyd.2012.06.015>
- Karaağaç, Y., & Bellikci-Koyu, E. (2023). A narrative review on food neophobia throughout the lifespan: relationships with dietary behaviours and interventions to reduce it. *British Journal of Nutrition*, 130(5), 793–826. <https://doi.org/10.1017/S0007114522003713>



- Karim, A. A., Nadiha, M. Z., Chen, F. K., Phuah, Y. P., Chui, Y. M., & Fazilah, A. (2008). Pasting and retrogradation properties of alkali-treated sago (*Metroxylon sagu*) starch. *Food Hydrocolloids*, 22(6), 1044–1053. <https://doi.org/10.1016/j.foodhyd.2007.05.011>
- Katerattnakul, P., & Siau, K. (2002). Information Quality in Internet Commerce Design. In M. G. Piattini, C. Calero, & M. Genero (Eds.), *Information and Database Quality* (1st ed., Vol. 25, pp. 45–56). Springer.
- Khudori. (2010). Kondisi Pertanian Pangan Indonesia. *Pangan*, 19(3), 211–232.
- Klimchuk, M. R., & Krasovec, S. A. (2012). *Packaging Design: Successful Product Branding from Concept to Shelf*. John Wiley & Sons.
- Koh, W. Y., Matanjun, P., Lim, X. X., & Kobun, R. (2022). Sensory, Physicochemical, and Cooking Qualities of Instant Noodles Incorporated with Red Seaweed (*Eucheuma denticulatum*). *Foods*, 11(17), 1–19. <https://doi.org/10.3390/foods11172669>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed., Vol. 2). Salemba Empat.
- Kozlowska, K., Jeruszka, M., Matuszewska, I., Roszkowski, W., Pikielna, N. B., & Brzozowska, A. (2003). Hedonic Tests in Different Locations as Predictors of Apple Juice Consumption at Home in Elderly and Young Subjects. *Food Quality and Preference*, 14(8), 653–661.
- Lasanawati, A. W., Harmayani, E., Fibri, D. L. N., & Nugrahini, A. (2024). Consumer Test Produk Mi Shirataki Basah dengan Tepung Glukomanan Porang. *Skripsi Prodi S1 TPHP FTP UGM*.
- Lawless, H. T., & Heymann, H. (2010). *Sensory Evaluation of Food: Principle and Practices* (2nd ed.). Springer.
- Lee, N., & Lee, J. (2021). Comparison of Home Use Tests with Differing Time and Order Controls. *Foods*, 10(6), 1–20.
- Lee, S.-M., Lee, K.-T., Lee, S.-H., & Song, J.-K. (2013). Origin of human colour preference for food. *Journal of Food Engineering*, 119(3), 508–515. <https://doi.org/10.1016/j.jfoodeng.2013.06.021>
- Li, J., Li, B., Geng, P., Song, A.-X., & Wu, J.-Y. (2017). Ultrasonic degradation kinetics and rheological profiles of a food polysaccharide (konjac glucomannan) in water. *Food Hydrocolloids*, 70, 14–19. <https://doi.org/10.1016/j.foodhyd.2017.03.022>
- Lin, M., & Lee, B. Y. (2012). The Influence of Website Environment on Brand Loyalty: Brand Trust and Brand Affect as Mediators. *International Journal of Electronic Business Management*, 10(4), 308–321.
- Martini, D., & Menozzi, D. (2021). Food Labeling: Analysis, Understanding, and Perception. *Nutrients*, 13(1), 268. <https://doi.org/10.3390/nu13010268>



- Maryam, Kasim, A., Novelina, & Emriadi. (2020). Preparation and characterization of sago (metroxylon sp.) Starch nanoparticles using hydrolysis-precipitation method. *Journal of Physics: Conference Series*, 1481(1), 012021. <https://doi.org/10.1088/1742-6596/1481/1/012021>
- McIntosh, A. M., Sharpe, M., & Lawrie, S. M. (2010). 9 - Research Methods, Statistics and Evidence-based Practice. In E. C. Johnstone, D. C. Owens, S. M. Lawrie, A. M. McIntosh, & M. Sharpe (Eds.), *Companion to Psychiatric Studies* (8th ed., pp. 157–198). Chuchill Livingstone. <https://doi.org/10.1016/B978-0-7020-3137-3.00009-7>
- Medin, A. C., Myhre, J. B., Diep, L. M., & Andersen, L. F. (2019). Diet quality on days without breakfast or lunch – Identifying targets to improve adolescents' diet. *Appetite*, 135, 123–130. <https://doi.org/10.1016/j.appet.2019.01.001>
- Meilgaard, M., Civille, G. V., & Carr, B. T. (2006). *Sensory Evaluation Techniques* (4th ed.). CRC Press.
- Mello, A. V., Pereira, J. L., Leme, A. C. B., Goldbaum, M., Cesar, C. L. G., & Fisberg, R. M. (2020). Social Determinants, Lifestyle and Diet Quality: a Population-based Study from the 2015 Health Survey of São Paulo, Brazil. *Public Health Nutrition*, 23(10), 1766–1777. <https://doi.org/10.1017/S1368980019003483>
- Mertens, E., Kujisten, A., Dubuisson, C., Favret, S., Havard, S., Trolle, E., Veer, P. V., & Geleijnse, J. M. (2019). Geographic and Socioeconomic Diversity of Food and Nutrient Intakes: a Comparison of Four European Countries. *European Journal of Nutrition*, 58(4), 1475–1493. <https://doi.org/10.1007/s00394-018-1673-6>
- Mukhtar, S., & Nurif, M. (2015). Peranan Packaging dalam Meningkatkan Hasil Produksi terhadap Konsumen. *Jurnal Sosial Dan Humaniora*, 8(2), 181–191.
- Mulyadi, A. F., Wijana, S., Dewi, I. A., & Putri, W. I. (2014). Karakteristik Organoleptik Produk Mie Kering Ubi Jalar Kuning (Ipomea batatas) (Kajian Penambahan Telur dan CMC)). *Jurnal Teknologi Pertanian*, 15(1), 25–36.
- Mutiara, S., Hamid, R. S., & Suardi, A. (2020). Pengaruh Kualitas Layanan Persepsi Harga dan Cita Rasa Terhadap Kepuasan Konsumen. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 411–427. <https://doi.org/10.36778/jesya.v4i1.300>
- Nancarrow, C., Wright, L. T., & Brace, I. (1998). Gaining Competitive Advantage from Packaging and Labelling in Marketing Communications. *British Food Journal*, 100(2), 110–118.
- Nilsson, J., & Ostrom, T. (2005). *Packaging as a Brand Communication Vehicle*. Department of Business Administration and Social Sciences Lulea University of Technology.



- Nugraha, Y. C., Wissen, S., & Kurniawan, S. P. (2024). Food Consumption Behavior in Bandung Post COVID-19 Pandemic Emergence. *Journal of Management and Business Review*, 21(1), 34–50. <https://doi.org/10.34149/jmbr.v21i1.420>
- Nurlela, Ariesta, N., Laksono, D. S., Santosa, E., & Muhandri, T. (2021). Characterization of Glucomannan Extracted from Fresh Porang Tubers Using Ethanol Technical Grade. *Molekul*, 16(1), 1. <https://doi.org/10.20884/1.jm.2021.16.1.632>
- Obadi, M., & Xu, B. (2021). Review on the Physicochemical Properties, Modifications, and Applications of Starches and its Common Modified Forms Used in Noodle Products. *Food Hydrocolloids*, 112, 1–25. <https://doi.org/10.1016/j.foodhyd.2020.106286>
- Oktaviani, R. W., & Suryana, R. N. (2016). Analisis Kepuasan Pengunjung dan Pengembangan Fasilitas Wisata Agro (Studi Kasus di Kebun Wisata Pasirmukti, Bogor). *Jurnal Agro Ekonomi*, 24(1), 41–58. <https://doi.org/10.21082/jae.v24n1.2006.41-58>
- Omar, N. A., Nazri, M. A., Osman, L. H., & Ahmad, S. M. (2016). The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study . *Malaysian Journal of Society and Space*, 12(2), 68–82.
- Panjaitan, T. W. S., Rosida, D. A., & Widodo, R. (2016). Aspek Mutu dan Tingkat Kesukaan Konsumen Terhadap Produk Mie Basah dengan Substitusi Tepung Porang. *Heuristic*, 14(1), 1–16. <https://doi.org/10.30996/he.v14i01.1040>
- Parry, J. M. (2010). Konjac Glucomannan. In A. Imeson (Ed.), *Food Stabilisers, Thickeners and Gelling Agents*. Wiley-Blackwell.
- Preedy, V. R., & Watson, R. R. (2010). *Handbook of Disease Burdens and Quality of Life Measures* (V. R. Preedy & R. R. Watson, Eds.). Springer New York. <https://doi.org/10.1007/978-0-387-78665-0>
- Purwani, E. Y., Widaningrum, W., Thahir, R., & Muslich, M. (2006). Effect of Heat Moisture Treatment of Sago Starch on Its Noodle Quality. *Indonesian Journal of Agricultural Science*, 7(1), 8–14. <https://doi.org/10.21082/ijas.v7n1.2006.p8-14>
- Pusat Penelitian dan Pengembangan Porang Indonesia. (2013). *Budidaya Pengembangan Porang (*Amorphophallus muelleri Blume*) sebagai Salah Satu Potensi Bahan Baku Lokal*. Universitas Brawijaya.
- Rahardjo, S. T. (2019). *Desain Grafis Kemasan UMKM*. Deepublish.
- Ramsey, I., Ross, C., Ford, R., Fisk, I., Yang, Q., Gomez-Lopez, J., & Hort, J. (2018). Using a Combined Temporal Approach to Evaluate the Influence of Ethanol Concentration on Liking and Sensory Attributes of Lager Beer. *Food*



Quality and Preference, 68, 292–303.
<https://doi.org/10.1016/j.foodqual.2018.03.019>

Rana, J., & Paul, J. (2017). Consumer Behavior and Purchase Intention for Organic Food: A Review and Research Agenda. *Journal of Retailing and Consumer Services*, 38, 157–165.
<https://doi.org/10.1016/j.jretconser.2017.06.004>

Rana, S. M. S., Osman, A., & Othman, Y. H. (2015). Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets. *Mediterranean Journal of Social Sciences*, 6(3). <https://doi.org/10.5901/mjss.2015.v6n3p429>

Raosoft. (2024). *Sample Size Calculator by Raosoft Inc.* Raosoft.
<http://www.raosoft.com/samplesize.html>

Reshma, K. R., Gopi, S., & Balakrishnan, P. (2022). Introduction to Flavor and Fragrance in Food Processing. In *Flavors and Fragrances in Food Processing: Preparation and Characterization Methods* (Vol. 1433, pp. 1–19). ACS Publications.

Rizky, A. N. N. F., Hartati, F. K., & Hariyani, N. (2023). Chemical and Organoleptic Quality of Free-Gluten Dry Noodles from Sorghum (Sorghum bicolor) and Modified Cassava Flour with Different Drying Temperature. *SAGA: Journal of Technology and Information Systems*, 1(3), 64–71.

Rosmeri, V. I., Monica, B. N., & Budiyati, S. (2013). Pemanfaatan Tepung Umbi Gadung (*Dioscorea hispida* Dennst) dan Tepung Mocaf (Modified Cassava Flour) sebagai Bahan Substitusi dalam Pembuatan Mie Basah, Mie Kering, dan Mie Instan. *Jurnal Teknologi Kimia Dan Industri*, 2(2), 246–256.

Saha, S., Vemula, S. R., & Gavaravarapu, S. R. M. (2021). Health and Nutrition Claims on Food Labels - Means of Communication that Can Influence Food Choices of Adolescents. *Journal of Content, Community & Communication*, 13(7), 113–124. <https://doi.org/10.31620/JCCC.06.21/11>

Satria, A. A. (2017). Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Minat Beli Konsumen pada Perusahaan A-36. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 2(1), 45–53.

Schiffman, L. G., & Kanuk, L. L. (2009). *Perilaku Konsumen* (Z. Kasip, Ed.; 7th ed.). Indeks Gramedia.

Setiarto, R. H. B. (2020). *Teknologi Pengemasan Pangan Antimikroba yang Ramah Lingkungan*. Guepedia.

Singh, A. S., & Masuku, M. B. (2014). Sampling Techniques & Determination of Sample Size in Applied Statistics Research: an Overview. *International Journal of Economics, Commerce and Management*, 2(11), 1–22.



- Singh, S., Singh, G., & Arya, S. K. (2018). Mannans: An overview of properties and application in food products. *International Journal of Biological Macromolecules*, 119, 79–95. <https://doi.org/10.1016/j.ijbiomac.2018.07.130>
- Siregar, R., Isa, M., & Nasution, A. M. (2022). Pengaruh Penggunaan Tagline Gratis Ongkir dan Online Costumer Rating terhadap Minat Beli Produk Pakaian Muslim (Studi pada Mahasiswa FEBI IAIN Padangsidimpuan). *Jurnal Ekonomi Syariah*, 1(1), 133–149.
- Soekarto, T. S. (1985). *Penilaian Organoleptik untuk Industri Pangan dan Hasil Pertanian*. Bharata Karya Aksara.
- Spence, C. (2015). On the Psychological Impact of Food Colour. *Flavour*, 4(21), 1–16. <https://doi.org/10.1186/s13411-015-0031-3>
- Stone, H., & Sidel, J. L. (2004). *Sensory Evaluation Practices* (3rd ed.). Elsevier Academic Press. <https://doi.org/10.1016/B978-0-12-672690-9.X5000-8>
- Storstad, O. (2003). Foundations of production and consumption of organic food in Norway: Common attitudes among farmers and consumers? *Agriculture and Human Values*, 20(2), 151–163. <https://doi.org/10.1023/A:1024069627349>
- Sui, Z. Q., Lucas, P. W., & Corke, H. (2006). Optimal Cooking Time of Noodles Related to their Notch Sensitivity. *Journal of Texture Studies*, 37(4), 428–441. <https://doi.org/10.1111/j.1745-4603.2006.00061.x>
- Sulistiyono, R. H., Soetopo, L., & Damanhuri. (2015). Eksplorasi dan Identifikasi Karakter Morfologi Porang (*Amorphophallus Muelleri B.*) Di Jawa Timur. *Jurnal Produksi Tanaman*, 3(5), 353–361. <https://doi.org/10.21176/protan.v3i5.210>
- Sundjaja, J. H., Shrestha, R., & Krishan, K. (2023, July 17). *McNemar and Mann-Whitney U Tests*. National Library of Medicine. <https://www.ncbi.nlm.nih.gov/books/NBK560699/>
- Suwono, L. V., & Sihombing, S. O. (2016). Factors Affecting Customer Loyalty of Fitness Centers: An Empirical Study. *Jurnal Dinamika Manajemen*, 7(1), 45–55.
- Tarwendah, I. P. (2017). Jurnal Review: Studi Komparasi Atribut Sensoris dan Kesadaran Merek Produk Pangan. *Jurnal Pangan Dan Argoindustri*, 5(2), 66–73.
- Taufiq, M. (2022). Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Mie Instan Merek Lemonilo. *Jurnal Ilmu Dan Riset Manajemen*, 11(6), 1–16.
- Toiba, H., Noor, A. Y. M., Rahman, M. S., Hartono, achman, Asmara, R., & Retnoningsih, D. (2023). Consumers' Preference and Future Consideration Toward Organic Instant Noodles: Evidence from Indonesia. *Agris On-Line*



Papers in Economics and Informatics, 15(1), 127–137.
<https://doi.org/10.7160/aol.2023.150110>

Tomlins, K. I., Rwiza, E. J., Ndengello, T., Amour, R., Kapinga, R. E., & Rees, D. (2003). *The use of consumer tests and trained taste panels to assess sensory characteristics*. In *Sweetpotato Postharvest Assessment: Experiences from East Africa*. Natural Resources Institute, University of Greenwich.

Tran, T. A., Pham, N. T., Pham, K. V., & Nguyen, L. C. T. (2020). The Roles of Health Consciousness and Service Quality toward Customer Purchase Decision. *The Journal of Asian Finance, Economics and Business*, 7(8), 345–351. <https://doi.org/10.13106/jafeb.2020.vol7.no8.345>

Uran, M. N., Fanggidae, R. P. C., & Nyoko, A. E. L. (2021). *The Effect of Consumer Behavior on Consumer's Interest to Buy Products Mr. Beta Pomade in UMKM in South Oesapa Village*. <https://doi.org/10.2991/aebmr.k.211124.097>

Vipul, P. (2010). Impact of demographic factors on consumer response to sales promotions: An empirical study. *Advances in Management*, 3(10), 60–65.

Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11), e21617. <https://doi.org/10.1016/j.heliyon.2023.e21617>

Wang, K., Wu, K., Xiao, M., Kuang, Y., Corke, H., Ni, X., & Jiang, F. (2017). Structural characterization and properties of konjac glucomannan and zein blend films. *International Journal of Biological Macromolecules*, 105(1), 1096–1104. <https://doi.org/10.1016/j.ijbiomac.2017.07.127>

Wartaka, M., & Sumardjono. (2020). Analysis of Consumer Behavior in Buying Instant Noodles (Case Studies in the Bogor City Area). *The Management Journal of Binaniaga*, 5(2), 115–128.

Wells, L. E., Farley, H., & Armstrong, G. A. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35(9), 677–690. <https://doi.org/10.1108/09590550710773237>

Widowati, S., & Nurfitriani, R. A. (2023). *Diversifikasi Pangan Lokal untuk Ketahanan Pangan: Perspektif Ekonomi, Sosial, dan Budaya*. Penerbit BRIN: Badan Riset dan Inovasi Nasional.

Wilson, T. D., & Klaaren, K. J. (1992). "Expectation Whirls Me Round": The Role of Affective Expectations on Affective Experience. In *Review of Personality and Social Psychology: Emotion and Social Behavior* (Vol. 14, pp. 1–31). Sage Publications.

World Instant Noodle Association. (2023, May 12). *Global Demand for Instant Noodles*. <https://instantnoodles.org/en/noodles/demand/table/>



- Yan, Q., Zhang, L., Li, Y., Wu, S., Sun, T., Wang, L., & Chen, H. (2016). Effects of product portfolios and recommendation timing in the efficiency of personalized recommendation. *Journal of Consumer Behaviour*, 15(6), 516–526. <https://doi.org/10.1002/cb.1588>
- Yang, D., Yuan, Y., Wang, L., Wang, X., Mu, R., Pang, J., Xiao, J., & Zheng, Y. (2017). A Review on Konjac Glucomannan Gels: Microstructure and Application. *International Journal of Molecular Sciences*, 18(11), 2250. <https://doi.org/10.3390/ijms18112250>
- Yang, Y., Guan, E., Zhang, T., Li, M., & Bian, K. (2019). Influence of water addition methods on water mobility characterization and rheological properties of wheat flour dough. *Journal of Cereal Science*, 89, 102791. <https://doi.org/10.1016/j.jcs.2019.102791>
- Yung, X. Y. (2023). The Positive Role of Packaging in Consumer Behavior. *Advances in Economics, Management and Political Sciences*, 63(1), 293–300. <https://doi.org/10.54254/2754-1169/63/20231445>
- Yuwono, T. (2020). *Pembangunan Pertanian: Membangun Kemandirian Pangan dalam Masa Bencana dan Pandemi*. Lily Publisher.
- Zahra, A. H., Ramadhani, N. H., & Nahdah, R. 'Aisy. (2023). Faktor dan Pengaruh Konsumsi Mie Instan pada Mahasiswa. *Nautical: Jurnal Ilmiah Multidisiplin*, 2(3), 179–184.
- Zailani, M. A., Kamilah, H., Husaini, A., Awang Seruji, A. Z. R., & Sarbini, S. R. (2022). Functional and digestibility properties of sago (Metroxylon sagu) starch modified by microwave heat treatment. *Food Hydrocolloids*, 122, 1–9. <https://doi.org/10.1016/j.foodhyd.2021.107042>
- Zellner, D. A., Strickhouser, D., & Tornow, C. E. (2004). Disconfirmed Hedonic Expectations Produce Perceptual Contrast, not Assimilation. *The American Journal of Psychology*, 117(3), 363–387.
- Zhang, L., Zeng, L., Wang, X., He, J., & Wang, Q. (2020). The influence of Konjac glucomannan on the functional and structural properties of wheat starch. *Food Science & Nutrition*, 8(6), 2959–2967. <https://doi.org/10.1002/fsn3.1598>
- Zhang, M. T., Jo, Y., Lopetcharat, K., & Drake, M. A. (2020). Comparison of a central location test versus a home usage test for consumer perception of ready-to-mix protein beverages. *Journal of Dairy Science*, 103(4), 3107–3124. <https://doi.org/10.3168/jds.2019-17260>
- Zhang, W., Sun, C., He, F., & Tian, J. (2010). Textural Characteristics and Sensory Evaluation of Cooked Dry Chinese Noodles Based on Wheat-Sweet Potato Composite Flour. *International Journal of Food Properties*, 13(2), 294–307. <https://doi.org/10.1080/10942910802338194>



UNIVERSITAS
GADJAH MADA

Consumer Test Mi Kering Komposit Sagu-Terigu dengan Penambahan Glukomanan Porang
(*Amorphophallus oncophyllus*)

RISA NUR RAHMAWATI, Prof. Dr. Ir. Eni Harmayani, M.Sc.; Dr. Dwi Larasatie Nur Fibri, S.T.P., M.Sc.
Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Zhou, Y., Cao, H., Hou, M., Nirasawa, S., Tatsumi, E., Foster, T. J., & Cheng, Y. (2013). Effect of konjac glucomannan on physical and sensory properties of noodles made from low-protein wheat flour. *Food Research International*, 51(2), 879–885. <https://doi.org/10.1016/j.foodres.2013.02.002>
- Zhu, F. (2015). Composition, structure, physicochemical properties, and modifications of cassava starch. *Carbohydrate Polymers*, 122, 456–480. <https://doi.org/10.1016/j.carbpol.2014.10.063>