

### Daftar Pustaka

- Abadi, H.R.D; Kabiry, N; and Forghani, M.H. (2013). Analyzing the Effect of Customer Equity on Repurchase Intentions. *International Journal of Academic Research in Business and Social Science*, Vol. 3, No. 5, pp. 600-610.
- Aertsens, J; Mondelaers, K; Verbeke, W; Buysse, J; and Huylenbroeck, G.V. (2011). The Influence Of Subjective And Objective Knowledge On Attitude, Motivations And Consumption Of Organic Food. *British Food Journal*, Vol. 113, No. 11, pp. 1353-1378.
- Ajzen, I. (1991). The Theory of Planned Behavior, Organizational Behavior and Human Decision Process, Vol 50, pp. 179-221.
- Akonor, P. T. and Akonor, M.A. (2013). Food Safety Knowledge: The Case of Domestic Food Handlers in Accra. *European Journal of Nutrition & Food Safety*, Vol. 3, No. 3, pp. 99-111.
- Andria, K.M. (2013). Hubungan Antara Perilaku Olahraga, Stress dan Pola Makan dengan Tingkat Hipertensi pada Lanjut Usia di Posyandu Lansia Kelurahan Gebang Putih Kecamatan Sukolilo Kota Surabaya. *Jurnal Promkes*, Vol. 1, No. 2, hlm. 111-117.
- Angulo, A.M; Gil, J.M; and Tamburo, L. (2003). Food Safety and Consumers' Willingness to Pay for Labelled Beef in Spain. *Seminar on Food Quality Products in The Advent of The 21st Century*.
- Anugrah, R. (2011). *Pengaruh Sikap Terhadap dan Gaya Hidup Terhadap Keputusan Membeli Smartphone Blackberry pada siswa Bumi Serpong Damai*, Skripsi. Fakultas Psikologi Universitas Islam Negeri Syarif Hidayatulloh, tidak dipublikasikan.
- Ariningsih, E. (2014). Pengaruh Faktor-Faktor Sosial Ekonomi Terhadap Konsumsi Susu dan Produk Olahan Susu. *Semiloka Nasional Prospek Industri Sapi Perah menuju Perdagangan Bebas. Pusat Analisis Sosial Ekonomi dan Kebijakan Pertanian Bogor*.
- Badan Pusat Statistik Jakarta Pusat. (2014). *Pendapatan Perkapita Indonesia tahun 2013*. Jakarta Pusat: Badan Pusat Statistik.
- Badan Pusat Statistik Jakarta Pusat. (2017). *Jumlah Perguruan Tinggi , Mahasiswa, dan Tenaga Edukatif (Negeri dan Swasta) di Bawah Kementrian Agama Menurut Provinsi 2013/2014 dan 2014/2015*. Jakarta Pusat: Badan Pusat Statistik.
- Badan Pusat Statistik Jakarta Pusat. (2017). *Produksi Susu Segar di Indonesia*. Jakarta Pusat: Badan Pusat Statistik.

- Basuki, A.T. dan Prawoto, N. (2016). *Analisis Regresi Dalam Penelitian Ekonomi & Bisnis: Dilengkapi Aplikasi SPSS & EVIEWS*. Depok: PT. Rajagrafindo Persada.
- Bayraktar, E; Tatoglu E; Turkyilmaz, A; Delen, D; and Zaim S. (2012). Measuring The Efficiency of Customer Satisfaction and Loyalty for Mobile Phone Brands With DEA. *Expert System With Applications*, Vol. 39, pp. 99-106.
- Beritasatu.com. (2016). Menjaga Kesehatan Pencernaan Dengan Yoghurt. Diakses pada tanggal 17 Februari 2018 pukul 21.35 dari <http://www.beritasatu.com/kesra/366888-menjaga-kesehatan-pencernaan-dengan-yogurt.html>.
- Cahyati, D.N.M; Putri, B.R.T; dan Sukanata, I.W. (2015). Strategi Pemasaran “Kefir” Sebagai Upaya Diversifikasi Produk Olahan Susu Fermentasi. *E-Journal Peternakan Tropika*, Vol. 3, No. 3, hlm. 609-620.
- Charli, Z.L. (2008). Analisis Pengaruh Kepercayaan pada Merek dan Sikap pada Iklan Terhadap Pembentukan Sikap pada Merek Serta Kaitannya dengan Purchase Intention Studi Kasus: Iklan Activia Versi 30’With Price Tag, *Skripsi*. Sarjana Fakultas Ekonomi Universitas Indonesia (tidak dipublikasikan).
- Chen, M.F. (2009). Attitude Toward Organic Foods Among Taiwanese As Related To Health Consciousness, Enviromental Attitudes, And The Mediating Effects Of A Healthy Lifestyle. *British Food Journal*, Vol 111, No. 2, pp 165-178.
- Ching, R.K.H. and Tong, P. (2013). Narrative Online Advertising: Identification and Its Effects on Attitude Toward a Product. *Internet Research*, Vol. 23 No. 4, pp. 414-438.
- CNN Indonesia. (2016). Survei: Masyarakat Indonesia Mulai Sadar Makanan Sehat. Dalam CNN Indonesia Diakses Tanggal 15 Juli 2017 pukul 10.06 WIB dari <https://www.cnnindonesia.com/gaya-hidup/20160909050532-255-157172/survei-masyarakat-indonesia-mulai-sadar-makanan-sehat/>.
- Cooper, D.R. and Schindler, P.S. (2014). *Business Research Methods*, 12<sup>th</sup> ed. New York: McGraw Hill.
- Detik.com. (2017). 132 Juta Pengguna Internet Indonesia, 40% Penggila Medsos. Diakses tanggal 3 Februari 2017 pukul 11.07 WIB dari <https://inet.detik.com/cyberlife/d-3659956/132-juta-pengguna-internet-indonesia-40-penggila-medsos>.
- Gambaro, A; Ellis, A.C; and Victor Prieto. (2013). Influence of Subjective Knowledge, Objective Knowledge, and Health Consciousness on Olive Oil

- Consumption-A Case Study. *Food and Nutrition Sciences*, Vol. 4, pp. 445-453.
- Ghozali, Imam. (2011). Aplikasi Analisis Multivariate dengan Program IMB SPSS 19, Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). Aplikasi Analisis Multivariate, Edisi Delapan. Semarang: Badan Penerbit Universitas Diponegoro.
- Ginting, N. dan Pasaribu, E. (2005). Pengaruh Temperatur dalam Pembuatan Yoghurt dari Berbagai Jenis Susu dengan Menggunakan *Lactobacillus Bulgaricus* dan *Streptococcus Thermophilus*. *Jurnal Agribisnis Peternakan*, Vol 1, No 2.
- Hair, J. F; Tatham, R.L; Anderson, R; and Black, W. (2007). *Multivariate Data Analysis*, 6<sup>th</sup> ed. New York: Mc Graw Hill.
- Hair, J.F; Black, W.C; Babin, B.J; and Anderson, E.R. (2010). *Multivariate Data Analysis*, 7<sup>th</sup> ed. New Jersey: Person Education Inc.
- Hasnasari, Artayati. (2009). Analisis Proses Keputusan Pembelian dan Kepuasan Konsumen Cimory Yoghurt Drink di Cimory Shop Bogor, *Skripsi*, Departemen Agribisnis Fakultas Ekonomi dan Manajemen Institut Pertanian Bogor, tidak dipublikasikan.
- Hawkins, D.I. and Mothersbaugh, D.L. (2013). *Consumer Behavior: Building Marketing Strategy*, 12<sup>th</sup> ed. New York: McGraw Hill.
- Helmi, L. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keinginan untuk Membeli Produk Makanan Organik Berlabel Halal, *Skripsi* Fakultas Ekonomi Program Ekstensi Manajemen Universitas Indonesia, tidak dipublikasikan.
- Hill, H. and Lynchehaun, F. (2002). Organic Milk: Attitudes and Consumption Patterns. *British Food Journal*, Vol. 104, No 7, pp. 526-542.
- Hsu, S.Y; Chang C.C; and Lin, T.T. 2016). An Analysis of Purchase Intentions Toward Organic Food on Health Conciousness and Food Safety With/Under Structural Equation Modelling. *British Food Journal*, Vol. 118, No. 1, pp. 200-216.
- Indriyani. (2010). Analisis Strategi Pengembangan Usaha Yoghurt (Studi Kasus Pada Unit Peternakan DarulFallah (Dafarm), Desa Benteng Ciampea, Bogor-Jawa Barat), *Skripsi* Sarjana Fakultas Ekonomi dan Manajemen Institut Pertanian Bogor, tidak dipublikasikan.
- Irawan, B. (2002). Elastisitas Konsumsi Kalori dan Protein di Tingkat Rumah Tangga. *Jurnal Agro Ekonomi*, Vol. 20, No. 1, pp. 25-47.

- James and Christodoulidou. (2011). Factor Influencing Wine Consumption in Southern California Consumers. *International Journal of Wine Business Research*, Vol. 23, No. 1, pp. 36-48.
- Jaya, F; Kusumahadi D; dan Amertaningtyas, D. (2011). Pembuatan Minuman Probiotik (Yoghurt) dari Proporsi Susu Sapi dan Kedelai dengan Isolat *Lactobacillus casei* dan *Lactobacillus plantarum*. *Jurnal Ilmu dan Teknologi Hasil Ternak*. Fakultas Peternakan. Universitas Brawijaya.
- Jogianto. (2008). Metodologi Penelitian Sistem Informasi, Edisi 1. Yogyakarta: Penerbit Andi.
- Jogianto. (2014). Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman, Edisi 6. BPFE: Yogyakarta.
- Jones and Barlet. (2011). Overview of Determinants of Food Choice and Dietary Change: Implications for Nutrition Education.
- Kartini.co.id. (2017). Alasan Konsumsi Keju di Indonesia Masih Rendah. Dalam Majalah Kartini.co.id. Diakses pada tanggal 15 Juli 2017 pukul 20.00 WIB dari <http://majalahkartini.co.id/berita/serba-serbi/alasan-konsumsi-keju-di-indonesia-masih-rendah/>.
- Kautsar, R. C. (2012). Analisis Preferensi Konsumen Yoghurt My Health di Dramaga Bogor, *Skripsi* Departemen Manajemen Fakultas Ekonomi dan Manajemen Institut Pertanian Bogor, tidak dipublikasikan.
- Kim. S. And Seock, Y.K. (2009). Impact of Health and Environmental Consciousness on Young Female Consumer's Attitude Toward and Purchase of Natural Beauty Products, *International Journal of Consumer Studies*, ISSN 1470-6423.
- Kompas.com. (2017). *Konsumsi Susu Terus Meningkat*. Diakses pada Tanggal 17 Februari 2018 pukul 21.25 WIB dari <http://ekonomi.kompas.com/read/2017/01/24/170502126/konsumsi.susu.mas.yarakat.terus.meningkat>
- Krystallis, A. dan Chryssohoidis, G. (2005), Consumers' Willingness To Pay for Organic Food: Factors that Affect It and Variation Per Organic Product Type. *British Food Journal*, Vol. 107, No. 5, pp. 320-343.
- Li, M. (2009). The influence Of Perceived Service Quality on Brand Image, Word of Mouth, and Repurchase Intention: A Case Study of Min-Sheng General Hospital in Taoyuan, Taiwan. *Jurnal of the Academy of Marketing Science (JAMS)*, Vol.4, No. 17, pp. 91-105.
- Ling, K. C; Lau, T. C; and Piew, T. H. (2010). The Effects of Shopping Orientations, Online Trust, Prior Online Purchase Experience Toward Customer's Online Purchase Intention. *International Business Research*, Vol 3 No. 3, pp 63-75.

- Lockie, S; Lyons, G; and Memmery, K. (2002). Eating 'Green' : Motivations Behind Organic Food Consumption in Australia. *Journal of the European Society for Rural Sociology*, No. 42, pp. 23-40.
- Magnusson; Maria, K; Arvola, A; Ulla-Kaisa, K. H; Aberg, L; Sjoden, P. O. (2002). Choice Of Organic Foods Is Related To Perceived Consequences For Human Health And To Environmentally Friendly Behavior. *Appetite*, Vol. 40, pp: 109-117.
- Michaelidou, N. and Hassan, L.M. (2008). The Role of Health Consciousness, Food Safety Concern and Ethical Identity on Attitudes and Intentions towards Organic Food. *International Journal of Consumer Studies*, Vol. 32, No. 15, pp. 163-170.
- Notoatmodjo, S. (2003). Ilmu Kesehatan Masyarakat Prinsip-Pinsip Dasar. Jakarta: PT. Rineka Cipta.
- Octavia, S.A. (2015). Pengaruh Faktor Sosial Ekonomi Terhadap Perilaku Konsumen Susu Pada Remaja. *Majority*, Vol. 4, No. 8, hlm. 89-92.
- Oliver, J.D. and Lee, S.H. (2010). Hybrid car purchase intentions :A cross-cultural analysis. *Journal of Consumer Marketing*, Vol. 27, No. 2, pp. 96-103.
- Padel, S. and Foster, C. (2005). Exploring The Gap Between Attitudes and Behaviour: Understanding Why Consumers Buy or Do Not Buy Organic Food. *British Food Journal*, Vol. 107, No. 8, pp. 606-625.
- Parastanti, Kumadji, dan Hidayat. 2014. Pengaruh Prior Online Purchase Experience Terhadap Trust Dan Online Repurchase Intention (Survey Pada Pelanggan Zalora Indonesia Melalui Website [Www.Zalora.Co.Id](http://www.zalora.co.id)). *Jurnal Administrasi Bisnis*, Vol.16, No. 1, pp. 1-7.
- Rajasekaran, A. and Kalaivani, M. (2013). Designer foods and their benefits: A review. *Association of Food Scientists & Technologists*, Vol. 50, No. 1, pp. 1-16.
- Republika.co.id. (2013). Konsumsi Susu Dalam Negeri Meningkat. Dalam Ekonomi. Diakses Tanggal 14 Juli 2017 Pukul 21.00 WIB dari <http://www.republika.co.id/berita/ekonomi/ritel/13/11/14/mw8z73-konsumsi-susu-dalam-negeri-meningkat>.
- Republika.co.id. (2016). Pakar Gizi Paparkan Kandungan Gizi Yoghurt. Dalam Gaya Hidup. Diakses pada Tanggal 15 Juli 2017 dari <http://www.republika.co.id/berita/gaya-hidup/infosehat/16/05/30/o7yl3c328-pakar-gizi-paparkan-kandungan-gizi-yogurt>.
- Republik Indonesia. (2012). Undang-Undang No.18 Tahun 2012 tentang Keamanan Pangan.

- Sasaki and Matsuki. (1998). Effect Wheat Starch Structure On Swelling Power, *Journal of Cereal Chemistry*, Vol.75 No.4, pp. 525-529.
- Schiffman, L.G. dan Kanuk, L.L. (2008). *Perilaku Konsumen*, ed. 7, New Jersey: Prentice-Hall.
- Sekaran, U. and Bougie, R. (2010). *Research Methods for Business*, 5<sup>th</sup> ed, West Sussex: John Wiley & Sons Ltd.
- Shaharudin, M.R; Pani J.P.; Mansor, S.W; and Elias, S.J. (2010). Factors Affecting Purchase Intention of Organic Food in Malaysia's Kedah State. *Cross-Cultural Communication*, Vol. 6, No. 2, pp. 105-106.
- Simamora, H. (2004). *Manajemen Sumber Daya Manusia*, ed. 1, Jakarta: Penebit Kencana.
- Suprapti, N. W. S. (2010). *Perilaku Konsumen, Pemahaman Dasar dan Aplikasinya Dalam Strategi Pemasaran*. Bali : Udayana University Press.
- Suryana, A; Ariani, M; dan Lokollo, E.M. (2008). The role of modern markets influencing lifestyles in Indonesia. *Jurnal Litbang Pertanian*, Vol. 27, No.1.
- Suyastiri, N.M. (2008). Diversifikasi Konsumsi Pangan Pokok Berbasis Potensi Lokal Dalam Mewujudkan Ketahanan Pangan Rumah Tangga Pedesaan di Kecamatan Semin Kabupaten Gunung Kidul. *Jurnal Ekonomi Pembangunan*, Vol. 13 No. 1, hlm. 51-60.
- Swidi, S. B. And Shahzad, A. (2012). Antecedents of Online Purchasing Intention among MBA Students: The Case of University Utara Malaysia Using the Partial Least Squares Approach. *International Journal of Business and Management*, Vol. 7, No. 15, pp: 35-49.
- Syafrul, A. (2010). Analisis Kelayakan Usaha Pembuatan Yoghurt di Perusahaan Dafaram Kecamatan Ciampea Kabupaten Bogor, Skripsi Departemen Agribisnis Fakultas Ekonomi dan Bisnis Institut Pertanian Bogor, tidak dipublikasikan.
- Tarkiainen, A. and Sundqvist, S. (2011). Subjective Norms, Attitudes and Intentions of Finnish Consumerism Buying Organic Food. *British Food Journal*, Vol. 39, No. 1, pp. 399-414.
- Ureña, F.; Bernabéu, R.; and Olmeda, M. (2008). Women, Men and Organic Food: Differences in Their Attitudes and Willingness to Pay-a Spanish Case Study. *International Journal of Consumer Studies*, Vol. 32, No 1, pp. 18-26.
- Veale, R. (2008). Sensing or knowing?: Investigating the Influence of Knowledge and Self-Confidence on Consumer Beliefs Regarding the Effect of Extrinsic Cues on Wine Quality. *International Journal of Wine Business Research*, Vol. 20, No. 4, pp. 352-366.

- Veeck, G; Veeck, A; and Zhao, S. (2015), Perceptions Of Food Safety By Urban Consumers In Nanjing, China. *The Professional Geographer*, Vol. 67, No. 3, pp. 490-501.
- Wang, L. (2010). An Empirical Study of Service Innovation's Effect on Customers' Repurchase Intention in Telecommunication Industry. *Canadian Social Science*, Vol. 6, No. 5, pp. 190-199.
- Wang, E.S.T. (2013). The Influence of Visual Packaging Design On Perceived Food Product Quality, Value, And Brand Preference. *International Journal of Retail & Distribution Management*, Vol. 41, No. 10, pp. 805-816.
- Wen, L.Y.M and Hui Li, S. (2013). A Study on The Relationship Admist Health Consciousness, Ecological Affect, and Purchase Intentioan of Green Production. *The International Journal of Organizational Innovation*, Vol. 5, No. 4, pp. 124-137.
- Wulandari, E. dan Putranto, W.S. (2010). Karakter Stirred Yoghurt Mangga (*Mangira indica*) dan Apel (*Malus domestica*) Selama Penyimpanan. *Jurnal Ilmu Ternak*, Vol. 10 No. 1, hlm. 14-16.
- Yee, W.M.S; Yeung, R.M.W; and Morris, J. (2005). Food Safety: Building Consumer Trust In Livestock Farmers for Potential Purchase Behavior. *British Food Journal*, Vol. 107, No. 11, pp. 841-854.
- Yip, L. and Janssen, M. 2015. How Do Consumers Perceive Organic Food from Different Geographic Origins? Evidence from Hong Kong and Shanghai. *Journal of Agriculture and Rural Development in the Tropics and Subtropics*, Vol. 116, No. 1, pp. 71-84.
- Yiridoe, E.K; Bont-Akomah,S; and Martin, R.C. (2005). Comparison of Consumers Perceptions and Preferences Toward Organic Versus Conventionally Produced Foods: A Review And Update of The Literature, *Renewable Agriculture and Food System*, Vol. 20, No. 4, pp. 193-205.
- Zurriyati; Noor, R.R; dan Maheswari, R.R.A. (2011). Analisis Molekuler Kappa Kasein (K-Kasein) dan Komposisi Susu Kambing Peranakan Etawah, Saanen dan Persilangannya. *Jurnal Ilmu Ternak dan Veteriner*, Vol. 16, No. 1, pp. 61-70.