

## DAFTAR PUSTAKA

- Anonim. 2017. *RI Impor Mie Instan, Paling Banyak dari Korea dan China*.  
<https://finance.detik.com/berita-ekonomi-bisnis/d-3537073/ri-impor-mie-instan-paling-banyak-dari-korea-dan-china>. Diakses Pada Tanggal 18 Januari 2018 pukul 20.40 WIB.
- Assael, Henry. 2003. *Consumer Behavior and Marketing Action, 6 th ed.*, Cincinnati, Ohio: South-Western College Publishing.
- Astawan, M. 2008. *Khasiat Warna Warni Makanan*. Jakarta: PT. Gramdia Pustaka Utama.
- Badan Pusat Statistik. 2014. *Persentase Pengeluaran Rata-rata per Kapita Sebulan Menurut Cluster Barang, Indonesia, 2008-2013*(dalam persen).<http://www.bps.go.id/>. Diakses pada Tanggal 19 November 2017 pukul 21.08 WIB.
- Badan Pusat Statistik Provinsi D.I Yogyakarta. 2016. Jumlah penduduk D.I Yogyakarta.<http://www.yogyakarta.bps.go.id/>. Diakses pada Tanggal 19 November 2017 pukul 21. 20 WIB.
- Berenson, M. L., Levine, D. M., Krehbiel, T. C. 2006. *Basic Business Statistics : Concepts and Application (International Edition)*. Prentice Hall, Inc. Chicago USA.
- Codex Alimentarius. 1997. *General Guidelines for Use of The Term "Halal"*.[www.codexalimentarius.org/input/download/standards/.../CXG\\_024e.pdf](http://www.codexalimentarius.org/input/download/standards/.../CXG_024e.pdf).Diakses pada Tanggal 14 November 2017 pukul 20.40 WIB.
- Dharmesta, Swasta B. 1992. *Riset tentang Niat dan Perilaku Konsumen:Sebuah Catatan dan Tantangan Bagi Peneliti yang Mengacu pada Theoryof Reasoned of Action*., Jurnal Ekonomi dan Bisnis Indonesia, No. 1, ThVII, h.39-53.
- Dharmmesta, Basu Swastha. (1998). *Theory of Reasoned Action* dalam Penelitian Sikap, Niat dan Perilaku Konsumen. *Kelola* 8 (7): 85-103.
- Fraenkel, Jack R. And Norman E. Wallen. (1993). *How to Design and EvaluateResearch in Education, 6th ed*. New York: McGraw-Hill. Inc.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS19*. Semarang: Badan Penerbit Universitas Diponegoro.

- Girindra, Aisyah. 2001. *Sertifikasi-Labelisasi Halal untuk Ketenangan Produsen*,. Warta Bogasari, No. 85, Th XII, h. 4-7,20,21.
- Gujarati, Damodar. 2003. *Ekonometri Dasar. Terjemahan: Sumarno Zain*. Jakarta: Erlangga
- Hawkins, D.L., David ,L.M. dan Roger, J.B. (2007). *Consumer Behavior :Building Marketing Strategy*. Mc Graw Hill, New York.
- Ismoyowati, D., 2015. *Halal Food Marketing: A Case Study on Consumer Behaviour of Chicken-based Processed Food Consumption in Central Part of Java, Indonesia*, Dalam Jurnal *Agriculture and Agricultural Science Procedia* 3 (2015) 169-172.
- Juliano, B.O. dan P.A. Hicks. 1990. *Utilization of rice functional properties to produce rice food products with modern processing technologies*. International Rice Commission Newsletter. 39: 163-178.
- Kasali, Rhenald. (2001). *Membidik Pasar Indonesia: Segmentasi, Targetting, Positioning*, Jakarta: Gramedia Pustaka.
- Kotler, Philip. (2000). *Marketing Management*. The Millenium Edition, New Jersey: Prentice-Hall, Inc.
- Loudon, D.L. and DellaBitta, A.J. (1993), *Consumer Behavior: Concept and Application, 4th Ed*. New York: McGraw-Hill. Inc
- LPPOM MUI. (2003). *Panduan Sistem Jaminan Halal*,. Direktori LPPOM MUI,2003
- LPPOM MUI. (2002).*Refleksi Kasus-kasus Halal*,. Jurnal Halal LPPOM MUI, No. 41/VII/2002
- Madaan, K.V.S. (2009). *Fundamentals of Retailing*. Tata McGraw Hill Education Private Limited. <https://books.google.co.id/>
- Maddala, G. S. 1992. *Introduction to Econometrics (2nd edition)*. Macmillan Publishing Company. New York.
- Mohtar, NM, Nur, AA., dan Hazliza, H. (2012). *Ayamas Food Corporation Sdn. Bhd: A Study on the Factors of Consumer Behaviour towards Halal Product Selection*. *Procedia - Social and Behavioral Sciences* 121 (2014) :166 – 185.
- Refiana, Laila. (2002). *Analisis Behavioral Intention: Kasus Pelaksanaan Hak Cipta Software*,. Jurnal Manajemen Indonesia, No. 1, Th II, h.19-27.

- Schiffman, Leon G., & Leslie Lazar Kanuk (2000), *Consumer Behavior, 7 th ed.*, Prentice Hall: International
- Secaran, Uma. (2003). *Research Methods For Business: A Skill Building Approach, 4th Ed.* USA: John Wiley & Sons, Inc.
- Tabachnick, B. G., & Fidell, L. S. 1996. *Using Multivariate Statistics, Harper.* Collings College Publishers. New York.
- Triharja, Jaja. (2003). *Seberapa Besar Masyarakat Memperhatikan Produk Halal.*, Jurnal Halal LPPOM MUI, No.46, Maret 2003
- USDA FAS. (2016). *Indonesia Retail Report Update 2016.* [http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Ritel%20Foods\\_Jakarta\\_Indonesia\\_12-13-2013.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Ritel%20Foods_Jakarta_Indonesia_12-13-2013.pdf). Diakses pada Tanggal 19 november 2017 pukul 20.37 WIB.
- Wells, W.D. dan David, P. (1996). *Consumer Behavior.* John Willey dan Sons, Inc, New York.
- Winarno, F.G. 1992. *Kimia Pangan dan Gizi* . PT. Gramdia Pustaka Utama. Jakarta.
- World Instant Noodles Association. 2015, *Konsumsi Mi Instan di Indonesia 14,8 Miliar Bungkus.* <https://databoks.katadata.co.id/datapublish/2017/02/01/2016-konsumsi-mi-instan-di-indonesia-mencapai-148-miliar-bungkus>. Diakses pada tanggal 20 Desember 2018 pukul 20.15 WIB