

DAFTAR PUSTAKA

- Agustin, dr. S. (2023, July 3). 4 Bahaya Mie Instan Jika Dikonsumsi terlalu sering. Alodokter. <https://www.alodokter.com/jangan-lagi-mengabaikan-bahaya-mie-instan>
- AnNur, C. M. (2022). Jumlah Konsumsi Mi Instan di Indonesia Meroket Semenjak Pandemi Covid-19: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/05/25/jumlah-konsumsi-mi-instan-di-indonesia-meroket-semenjak-pandemi-covid-19#:~:text=Berdasarkan%20data%20World%20Instant%20Noodles,sebanyak%2013%2C27%20miliar%20bungkus.>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>.
- Armanto, R., Islamiah, B., & Gunarto, M. (2022). Pengaruh Citra Merek dan Kepercayaan Merek terhadap Loyalitas Merek Mie Instan. *Jurnal Nasional Manajemen Pemasaran & SDM*, 3(2), 58-68.
- Azwar, Saifudin. 2007. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar
- Braesco, V., & Drewnowski, A. (2023). Are front-of-pack nutrition labels influencing food choices and purchases, Diet Quality, and modeled health outcomes? A narrative review of four systems. *Nutrients*, 15(1), 205. <https://doi.org/10.3390/nu15010205>.
- BPS. (n.d.). [rata-rata-konsumsi-dan-pengeluaran-perkapita-seminggu-menurut-komoditi-makanan-dan-golongan-pengeluaran-per-kapita-seminggu-di-provinsi-di-yogyakarta-2018-2022](https://www.bps.go.id/statictable/2021/08/10/2166/rata-rata-konsumsi-dan-pengeluaran-perkapita-seminggu-menurut-komoditi-makanan-dan-golongan-pengeluaran-per-kapita-seminggu-di-provinsi-di-yogyakarta-2018-2022). Badan Pusat Statistik. <https://www.bps.go.id/statictable/2021/08/10/2166/rata-rata-konsumsi-dan-pengeluaran-perkapita-seminggu-menurut-komoditi-makanan-dan-golongan-pengeluaran-per-kapita-seminggu-di-provinsi-di-yogyakarta-2018-2022.html>
- Dewi, L. G. P. S., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76(11), 01023.
- Ditlevsen, K., Sandøe, P., & Lassen, J. (2019). Healthy food is nutritious, but organic food is healthy because it is pure: The negotiation of healthy food choices by Danish consumers of Organic Food. *Food Quality and Preference*, 71, 46–53. <https://doi.org/10.1016/j.foodqual.2018.06.001>.
- Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi Keputusan pembelian melalui minat beli: Brand ambassador Dan Brand Image (literature review manajemen pemasaran). *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Ghozali, I., & Latan, H. (2015). Konsep, Teknik dan aplikasi menggunakan Progam Smart PLS 3.0. *Universitas Diponegoro*. Semarang
- GoodStats, R. H. (2022, August). *Top 10 merek Mi Instan Berdasarkan Pengetahuan Dan konsumsi masyarakat Indonesia*. GoodStats. Retrieved January 21, 2023, from <https://goodstats.id/article/jakpat-rilis-top-10-merek-mi-instan-berdasarkan-pengetahuan-dan-konsumsi-masyarakat-indonesia-mwkGs>
- Gunawan, P. A., & Kunto, Y. S. (2022). Pengaruh Brand Image Dan Nutrition label Terhadap Keputusan Pembelian mi Instan LEMONILO: Efek Moderasi Orientasi Makanan Sehat. *Jurnal Manajemen Pemasaran*, 16(1), 48–56. <https://doi.org/10.9744/pemasaran.16.1.48-56>

- Hamid, R.S. dan Anwar, S.M (2019). Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Progam SmartPLS 3.2.8 dalam Riset Bisnis. Jakarta: PT Inkubator Penulis Indonesia
- Haque-Fawzi, M. G., Iskandar, A. S., Erlangga, H., & Sunarsi, D. (2022). STRATEGI PEMASARAN Konsep, Teori dan Implementasi. Pascal Books
- Ida, Z., & Hidayati, I. N. (2020). *Brand Image and product quality against purchase decision: Sariayu Hijab Shampoo Competitive Environment*. IOP Conference Series: Earth and Environmental Science, 469(1), 012109. <https://doi.org/10.1088/1755-1315/469/1/012109>
- Ibrahim, S. (2022, July 8). *konsumsi mi hingga 13 Miliar Porsi di Tahun 2021 - tribun-timur.com*. Tribun. Retrieved January 21, 2023, from <https://makassar.tribunnews.com/2022/07/08/konsumsi-mi-hingga-13-miliar-porsi-di-tahun-2021>
- Indrasari, M. (2019). Pemasaran dan Kepuasan Pelanggan. Surabaya: Unitomo
- Islamiyah, K., & Soebiantoro, U. (2022). Pengaruh citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Pada produk mi instan Sarimi (Studi Pada mahasiswa yang sedang kuliah di surabaya). *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(3), 1567. <https://doi.org/10.33087/jiubj.v22i3.2579>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing Research*
- Keller, K. L., & Swaminathan, V. (2019). *Strategic brand management: building, measuring, and managing brand equity (5th Global)*. Harlow : Pearson Education Limited.
- Keller, K.L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity (Fifth edition)*. Pearson Education
- Knight, D. K., & Kim, E. Y. (2007). Japanese consumers' need for uniqueness Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*, 11(2).
- Kotler, P., & Gary Armstrong. (2011). *Principle of Marketing*. Prentice Hall, New Jersey.
- Kotler, Philip; Armstrong, Garry, (2008). *Prinsip-prinsip Pemasaran*, Edisi 12 Jilid 1, Erlangga, Jakarta.
- Lutfi, F. Z., & Baehaqi, M. (2022). Pengaruh healthy lifestyle, perceived quality Dan perceived value Terhadap Keputusan pembelian Sepeda Jenis roadbike Merk Polygon. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(4), 462–478. <https://doi.org/10.32639/jimmba.v4i4.129>
- Meithiana, I. (2019). Pemasaran Dan Kepuasan Pelanggan: Pemasaran Dan Kepuasan Pelanggan- Dr. Meithiana Indrasari-Google Books (Pp. 2–3).
- Miller, L. M. S., & Cassady, D. L. (2012). Making Healthy Food Choices Using Nutrition Facts Panels: The Roles of Knowledge, Motivation, Dietary Modifications Goals, and Age. *Appetite*, 59(1). <https://doi.org/10.1016/j.appet.2012.04.009>
- Mulyono, T. E., & Kunto, Y. S. (2022). Pengaruh Brand Association Dan Nutrition label TERHADAP Perilaku Pasca Pembelian Cimory yogurt: Efek Moderasi family orientation. *Jurnal Manajemen Pemasaran*, 16(2), 133–139. <https://doi.org/10.9744/pemasaran.16.2.133-139>
- Putra, P. Y., & Soebandi, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on consumer Purchasing Decisions to Nike Brand Sports Shoes in Surabaya. *Journal of World Conference*, 208-218.
- Putra, P. Y., & Ningrum, S. (2019). The influence of celebrity endorser, Brand Image, and Brand Trust on consumer purchasing decisions of Nike Brand Sport Shoes in Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372–385. <https://doi.org/10.1108/mip-02-2018-0070>
- Safitri, M., Melia Br Ginting, Aminur Alfi Syahrin, M. Rifani Sihotang, & Suhairi. (2022). Pengaruh kualitas product, Brand Image Terhadap Keputusan Pembelian mi Instan. *Journal Of Social Research*, 1(3), 185–192. <https://doi.org/10.55324/josr.v1i3.38>
- [Sagaceta-Mejía, J., Tolentino-Mayo, L., Cruz-Casarrubias, C., Nieto, C., & Barquera, S. \(2022\). Understanding of front of package nutrition labels: Guideline Daily Amount and warning labels in Mexicans with non-communicable diseases. PLOS ONE, 17\(6\). https://doi.org/10.1371/journal.pone.0269892](https://doi.org/10.1371/journal.pone.0269892)
- [Sari Dewi, L. G., Edyanto, N., & Siagian, H. \(2020\). The effect of Brand ambassador, Brand Image, and brand awareness on purchase decision of Pantene Shampoo in Surabaya, Indonesia. SHS Web of Conferences, 76, 01023. https://doi.org/10.1051/shsconf/20207601023](https://doi.org/10.1051/shsconf/20207601023)

- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Iey & sons.
- [Sembiring, E. F., & Sunargo, S. \(2022\). Pengaruh Harga, Promosi Dan lokasi terhadap Keputusan Pembelian Rumah KPR subsidi di PT sinar jaya putra kampar batam. *Jurnal Paradigma Ekonomika*, 17\(1\), 117–126. <https://doi.org/10.22437/jpe.v17i1.16769>.](#)
- [Sugiyono \(2013\). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung:Alphabet](#)
- [Sugiyono \(2019\). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung:Alphabet](#)
- Supardin, L., Indratno, D. L., Kuncorowati, H., & Rokhmawati, H. N. (2022). The Effect Of Healthy Lifestyle And Word Of Mouth On Purchase Decision Supplement Product Post Pandemic Covid 19. *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*, 5(3), 476-491.
- Sulastrri, & Pelinda Puspasari. (2022). Pengaruh Kualitas produk, Citra Merek, Gaya Hidup Sehat, Dan Kelompok referensi Terhadap Keputusan pembelian susu bear brand. *Jurnal Akuntansi Dan Manajemen Bisnis*, 2(1), 104–112. <https://doi.org/10.56127/jaman.v2i1.217>.
- Triyono, A., & Susanti, D. N. (2021). Pengaruh word of mouth, healthy lifestyle, Dan Brand Image Terhadap Keputusan pembelian Sepeda Merek polygon di Kabupaten Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(3), 484–494. <https://doi.org/10.32639/jimmba.v3i3.866>.
- Wikimedia Foundation. (2023, May 28). Lemonilo. Wikipedia. <https://id.m.wikipedia.org/wiki/Lemonilo>
- Wikimedia Foundation. (2023b, June 13). Supermi. Wikipedia. <https://id.m.wikipedia.org/wiki/Supermi>
- Wilis, R. A., & Faik, A. (2022). The Effect of Digital Marketing, Influencer Marketing and Online Customer Review on Purchase Decision: A Case Study of Cake Shop" Lu'miere". *Petra International Journal of Business Studies*, 5(2), 155-162.
- Wulan. (2022, July). Review Supermi Nutrimi, Pilihan Mi Instan sehat terbuat Dari Brokolimop. *Cerdas Belanja*. Retrieved January 16, 2023, from <https://cerdasbelanja.grid.id/read/522771279/review-supermi-nutrими-pilihan-mi-instan-sehat-terbuat-dari-brokoli>.
- Zainol, Z., Yahaya, R., Osman, J., & Omar, N. (2019). Application of the concept among Malaysian Muslim consumers. *Journal of Islamic Marketing*, 11(3), 819–840. <https://doi.org/10.1108/jima-03-2018-0048>.