

DAFTAR PUSTAKA

- Aliansi Organis Indonesia. (2020). Statistik Pertanian Organik Indonesia 2019. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Andriyanty, R., & Wahab, D. (2019). Preferensi Konsumen Generasi Z terhadap Konsumsi Produk Dalam Negeri. *ETHOS (Jurnal Penelitian Dan Pengabdian)*, 7(2), 280–296. <https://doi.org/10.29313/ethos.v7i2.4694>
- Arlinta, D. (2019). Hanya 20 Persen Penduduk Indonesia yang Mengerti Gaya HidupSehat. *Kompas.Id, September*.
<https://www.kompas.id/baca/utama/2019/09/20/kesehatan-germas-jangan-hanya-jargon>
- Aziz, R. A., Ong, N. T. W., Ooi, E. F., Murugesu, S. R., Tan, H. N., & Haque, R. (2022). *FACTORS INFLUENCING CONSUMER PURCHASE INTENTION TOWARDS ORGANIC FOOD: EVIDENCE*, 13(8), 3283–3297. <https://doi.org/10.47750/pnr.2022.13.S08.403>
- B, N. M., Amirah, N., & Nasir, A. (2023). *Factors Driving Organic Food Purchase Among Malaysians in Klang Valley : Does Advertising Important ?* Atlantis Press SARL. <https://doi.org/10.2991/978-2-38476-076-3>
- Ba, M. (2024). *Results from Türkiye : Which Factors Drive Consumers to Buy.*
- Badan Pusat Statistika. (2022). Rata-rata Konsumsi Perkapita Seminggu Menurut KelompokBuah-BuahanPerKabupatenkota.
<Https://Www.Bps.Go.Id/Id/Statistics-Table/2/MjEwMiMy/Rata-Rata-Konsumsi-Perkapita-Seminggu-Menurut-Kelompok-Buah-Buahan-per-Kabupaten-Kota.Html>, 2–5.
- Bagher, A. N., Salati, F., & Ghaffari, M. (2018). *FACTORS AFFECTING INTENTION TO PURCHASE ORGANIC FOOD PRODUCTS AMONG IRANIAN*. 22(3), 1–23.
- Bazhan, M., Shafiei Sabet, F., & Borumandnia, N. (2024). Factors affecting purchase intention of organic food products: Evidence from a developing nation context. *Food Science and Nutrition*, 12(5), 3469–3482. <https://doi.org/10.1002/fsn3.4015>
- Bazhan, M., Shafiei, F., & Nasrin, S. (2024). *Factors affecting purchase intention of organic food products: Evidence from a developing nation context.* September 2023, 3469–3482. <https://doi.org/10.1002/fsn3.4015>
- Canio, F. De, & Martinelli, E. (2021). EU quality label vs organic food products : A multigroup structural equation modeling to assess consumers' intention to buy in light of sustainable motives. *Food Research International*, 139(February 2020), 109846. <https://doi.org/10.1016/j.foodres.2020.109846>
- Choudhury, N., Mukherjee, R., Yadav, R., Liu, Y., & Wang, W. (2024). Can machine learning approaches predict green purchase intention? -A study from Indian consumer perspective. *Journal of Cleaner Production*, 456(July 2023), 142218. <https://doi.org/10.1016/j.jclepro.2024.142218>
- Data, P., Badan, K., & Pangan, K. (2015). *Produk Pertanian Bersertifikat Diincar*. April, 2–4.
- Dr.h.MashurRazak.(2016).*PerilakuKonsumen*.<http://repo.handayani.ac.id/48/1/Perilaku%20Konsumen.pdf>

- Eberle, L., Milan, G. S., Borchardt, M., Pereira, G. M., & Graciola, A. P. (2022). Determinants and moderators of organic food purchase intention. *Food Quality and Preference*, 100(November 2021), 104609. <https://doi.org/10.1016/j.foodqual.2022.104609>
- Endra Wahyu Septianan, Febriski Dwi Firdaus, Aldira Layza Madina, Faurelia Audina Wardana, & Muhammad Saddam. (2024). Pengaruh Product Knowledge Dan Trend Healthy Lifestyle Terhadap Minat Beli Produk UMKM Holly Jelly. *Neraca Jurnal Ekonomi, Manajemen Dan Akuntansi*, 183(1), 183–193. <http://jurnal.kolibi.org/index.php/neraca>
- Febriana Sulistya Pratiwi. (2022). *PENGARUH PRODUCT KNOWLEDGE, PRICE PERCEPTION, DAN PERCEIVED VALUE TERHADAP PURCHASE INTENTION PADA PRODUK MAKANAN ORGANIK*. 8.5.2017, 2003–2005. <https://dataindonesia.id/sektor-riil/detail/angka-konsumsi-ikan-ri-naik-jadi-5648-kgkapita-pada-2022>
- Hair, J. F., Black, W. C., & Babin, B. J., & Anderson, R. E. (2018). *Multivariate data Edition., analysis Eighth*.
- Hao, Z., & Chenyue, Q. (2021). Impact of environmental and health consciousness on ecological consumption intention: The moderating effects of haze and self-competence. *Journal of Consumer Affairs*, 55(4), 1292–1305. <https://doi.org/10.1111/joca.12356>
- Hidup, S., Perilaku, G., Bersih, H., Riset, D., Dasar, K., Sambung, F., Facebook, T., Kesehatan, K., Phbs, P., Strategis, R., Kesehatan, K., Aktif, K. S., Dasar, R. K., Masyarakat, G., Sehat, H., Sehat, P. I., Keluarga, P., Phbs, P., Penelitian, B., ... Ibu, A. S. (2021). *Gerakan Perilaku Hidup Bersih dan Sehat dalam Data Riset Kesehatan Dasar*. 0–3.
- Kamboj, S., Matharu, M., & Gupta, M. (2023a). Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*, 9(May), 100121. <https://doi.org/10.1016/j.clrc.2023.100121>
- Kamboj, S., Matharu, M., & Gupta, M. (2023b). Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*, 9(September 2022), 100121. <https://doi.org/10.1016/j.clrc.2023.100121>
- Kebijakankesehatanindonesia.net. (2019). 90 Persen Penduduk Indonesia Kurang Makan Sayur dan Buah. <Http://Www.Beritasatu.Com/>. <https://kebijakankesehatanindonesia.net/25-berita/berita/97-90-persen-penduduk-indonesia-kurang-makan-sayur-dan-buah>
- Kotler, P., & Lane, K. kevin. (2016). *Marketing management 15ed Kotler Keller_compressed (1)-211-238 (1).pdf*. crdownload.
- Lela, G. N., Rahmawati, V., & Mettan, S. V. (2023). Investigation for Mediating Customer Attitude Toward: Health Consciousness and Food Safety Concern to Purchase Intention Moriku Healthy Snack. *Indonesian Journal of Management Science*, 2(2), 65–76. <https://doi.org/10.46821/ijms.v2i2.392>
- Maastricht, A., & Piranesi, G. B. (2023). Bagaimana Kriteria Makanan Sehat Dan Bergizi. *Pda.or.Id.* <https://telemed.ihc.id/artikel-detail-576-Kandungan-Nutrisi-Pada-Kurma.html%0Ahttp://pda.or.id/pustaka/books->

- detail.php?id=20070069
- Pebrianti, W., & Rosalin, I. (2021). Pengaruh kesadaran kesehatan dan perceived barriers terhadap attitude toward organic food dan dampaknya terhadap minat beli. *Cakrawala Management Business Journal*, 4(1), 822–834. <https://journal.feb.unipa.ac.id/index.php/cmbj/article/view/131>
- Ramadhan, A., Janitra, E. S., Muljono, F. E., Utamawati, I., Wijaya, M., & Istijanto, I. (2022). Factors Influencing Buying Intention of Organic Food. *PERWIRA - Jurnal Pendidikan Kewirausahaan Indonesia*, July 2022, 1–19. <https://doi.org/10.21632/perwira.5.1.1-19>
- Rizaty, M. A. (2024). *Kebiasaan Konsumsi Buah dan atau Sayur per Hari dalam Seminggu Penduduk Usia ≥ 5 Tahun di Indonesia*.
- Sedera, R. M. H., Putra, R. Y., Saputra, E. K., & Ali, M. A. (2023). Organic Food: The Factors Influencing Consumers' Purchasing Intention. *Jurnal Manajemen Teori Dan Terapan / Journal of Theory and Applied Management*, 16(2), 254–265. <https://doi.org/10.20473/jmtt.v16i2.46107>
- Sekaran, U. (2016). *RESEARCH METHODS FOR BUSSINESS*.
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- Syahnita, R. (2021). Pengaruh environmental knowledge, attitude ,subjective norm dan perceived behavioral control terhadap intention to use eco straw and cutlery. *Modul Biokimia Materi Metabolisme Lemak, Daur Asam Sitrat, Fosforilasi Oksidatif Dan Jalur Pentosa Fosfat*, 6.
- Taviprawati, E., Prabandari, W. D., Tarigan, E., & Enggriani, M. (2023). Pengaruh Persepsi Nilai dan Kesadaran Kesehatan terhadap Minat Beli Makanan Organik pada Kaum Millenial. *Jurnal Ilmiah Pariwisata*, 28(1), 23–31. <https://jurnalpariwisata.stptrisakti.ac.id/index.php/JIP/article/view/1645>
- Yang, Q., Al, A., Naznen, F., & Siyu, L. (2023). Heliyon Modelling the significance of health values , beliefs and norms on the intention to consume and the consumption of organic foods. *Heliyon*, 9(6), e17487. <https://doi.org/10.1016/j.heliyon.2023.e17487>
- Zaini Miftach. (2018). *Sayur Organik*. 53–54.
- Zayed, M. F., Gaber, H. R., & Essawi, N. El. (2022). *Examining the Factors That Affect Consumers ' Purchase Intention of Organic Food Products in a Developing Country*.