

## DAFTAR PUSTAKA

- Aaker, D. A. (2001). *Strategic Market Management*. John Wiley & Sons.
- Abdullah, & Tantri. (2015). *Manajemen Pemasaran*. PT Raja Grafindo Persada.
- Agung, A. S., Asdi, & Hidayat, M. (2023). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Produk Minuman Kopi (Studi Pada Warkop Bundu Balai Aroepala di Kota Makassar). *Jurnal Ilmiah Bongaya(JIB)Juni 2023 Vol 7 No.1 ISSN 1907-5480, 5(4), 289–296*.  
<https://ejournal.poltekbangsby.ac.id/index.php/jurnalpenelitian/article/view/544>
- Alghamdi, A., Beloff, N., & White, M. (2023). *A New Arabic Online Consumer Reviews Model to Aid Purchasing Intention (AOOCR-PI)* (pp. 475–492).  
[https://doi.org/10.1007/978-3-031-16072-1\\_35](https://doi.org/10.1007/978-3-031-16072-1_35)
- Andriansyah Putra, Y. (2020). Analisis Faktor-Faktor Bauran Pemasaran dalam Membeli Sayur Organik di Pasar Modern Kota Medan. *PERWIRA - Jurnal Pendidikan Kewirausahaan Indonesia, 3(1), 42–54*.  
<https://doi.org/10.21632/perwira.3.1.42-54>
- Ardiyanti, B. S., Tanaya, I. G. L. P., & Sari, N. M. W. (2023). Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Pembelian Buah Apel Red Delicious di Arena Buah Mataram. *AGRISAINTEFIKA Jurnal Ilmu-Ilmu Pertanian, 7(2), 190–204*.  
<https://doi.org/http://dx.doi.org/10.32585/ags.v7i2.3821>
- Assauri, S. (2014). *Manajemen Pemasaran*. PT Raja Grafindo Persada.
- Badan Pusat Statistik Republik Indonesia. (2024). *Rata-Rata Konsumsi Perkapita Seminggu Menurut Kelompok Buah-Buahan Per Kabupaten/kota (Satuan Komoditas), 2021-2023*. <https://www.bps.go.id/id/statistics-table/2/MjEwMiMy/rata-rata-konsumsi-perkapita-seminggu-menurut-kelompok-buah-buahan-per-kabupaten-kota.html>
- Batu, R. L., Hartelina, & Audina, N. (2023). The Influence of Brand Ambassador and E-Service Quality on E-Commerce Purchase Decision. In *Proceedings of the 3rd Borobudur International Symposium on Humanities and Social Science 2021 (BIS-HSS 2021)* (pp. 692–698). Atlantis Press SARL.  
[https://doi.org/10.2991/978-2-494069-49-7\\_115](https://doi.org/10.2991/978-2-494069-49-7_115)
- Belch, G., & Belch, M. (2016). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Irwin.
- Booms, & Bitner. (1981). *Marketing Strategies and Organization Structures for Service Firms*. In: *Marketing of Services*. American Marketing Association.
- Buchari, A. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Carthy, J. M. (1968). *Basic Marketing: A Managerial Approach*. McGraw Hill Inc.
- Chandry, O. F., Haya, M., & Sari, A. P. (2021). Overview of Knowledge of The Importance Consumption of Fruit and Vegetables in Age Children School in Rena Long Village. *Jurnal Vokasi Keperawatan (JVK), 4(2), 310–318*.

- Chivandi, A., Olorunjuwon Samuel, M., & Muchie, M. (2020). Social Media, Consumer Behavior, and Service Marketing. In *Consumer Behavior and Marketing*. IntechOpen. <https://doi.org/10.5772/intechopen.85406>
- Cohen, L., Manion, L., & Morrison, K. (2007). *Research Methods in Education*. Routledge. <https://doi.org/10.4324/9780203029053>
- Daniel, M. (2003). *Metodologi Penelitian Sosial*. Erlangga.
- Dimiyati, M., & Afandi, M. F. (2018). Model Empiris Membangun Kesetiaan Pelanggan Berbasis Kualitas Pelayanan dengan Mediasi Kualitas Hubungan Pada Industri Ritel Berbasis Jejaring Minimarket. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 311–328. <https://doi.org/10.25105/jmpj.v11i2.3048>
- Evelyn, D., & Dharmayanti, D. (2017). Pengaruh Internal Marketing Terhadap Employee Performance Dengan Marketing Orientation Dan Employee Engagement Sebagai Variabel Intervening Pada Minimarket Indomaret dan Indomaret Point di Surabaya. *Jurnal Manajemen Pemasaran*, 11(2). <https://doi.org/10.9744/pemasaran.11.2.45-53>
- Faddila, S. P., Savitri, C., Mulyadi, D., & Isyanto, P. (2023). *Flash Sale and Brand Image Models in Improving Purchase Decisions on Fashion Products at the Shopee Marketplace Among Students* (pp. 841–848). [https://doi.org/10.2991/978-94-6463-008-4\\_105](https://doi.org/10.2991/978-94-6463-008-4_105)
- Fandy Tjiptono. (2020). *Strategi Pemasaran, Prinsip dan Penerapan* (Edisi I). Andi Offset.
- Fauzi, A. Z., & Maulana, A. (2024). Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Produk Es Teh Indonesia (Survei Pada Followers Twitter Es Teh Indonesia). *Paper Knowledge . Toward a Media History of Documents*, 10(2), 32–39. <https://doi.org/https://doi.org/10.5281/zenodo.10470016>
- Febriane, R., Wibowo, W., & Agrippina, Y. R. (2023). *The Influences of Perceived Credibility and Consumer Attitude Towards Purchase Intention of Some by Mi's YouTube User Generated Content* (pp. 324–337). [https://doi.org/10.2991/978-94-6463-076-3\\_24](https://doi.org/10.2991/978-94-6463-076-3_24)
- Firmansyah, F., Yusuf, M., & Argarini, T. O. (2021). Strategi Pengendalian Alih Fungsi Lahan Sawah di Provinsi Jawa Timur. *Jurnal Penataan Ruang*, 16(1), 47. <https://doi.org/10.12962/j2716179X.v16i1.8726>
- Garvin, D. A. (2016). *Strategi Pemasaran* (F. Tjiptono (Ed.)). Andi Offset.
- Ghozali. (2014). *Aplikasi analisis Multivariate dengan Program SPSS*. Badan Penerbit UNDIP.
- Ghozali, I., & Hengky, L. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Universitas Diponegoro.
- Hakim, L., Aldianoveri, I., Bangsa, I. K., & Guntoro, D. A. (2018). Peran dan

- Dampak Konflik Tenurial Kehutanan Bagi Pengelolaan Keanekaragaman Hayati di Kawasan Cagar Biosfer di Jawa Timur. *Jurnal Hutan Tropis*, 6(1), 43. <https://doi.org/10.20527/jht.v6i1.5104>
- Hardianti, A. R., Subagyo, Anas, M., & Limantara, A. D. (2023). Effectiveness of Green Brand, Green Advertising, and Green Products on Consumer Purchase Decisions on AVOSKIN PHTE in Yogyakarta. In *Proceedings of the 3rd Borobudur International Symposium on Humanities and Social Science 2021 (BIS-HSS 2021)* (pp. 415–419). Atlantis Press SARL. [https://doi.org/10.2991/978-2-494069-49-7\\_69](https://doi.org/10.2991/978-2-494069-49-7_69)
- Harding, S., & Long, T. (2018). Generic Strategies. *MBA Management Models, January 2014*, 73–76. <https://doi.org/10.4324/9781351218948-15>
- Hayhoe, R., Rechel, B., Clark, A. B., Gummerson, C., Smith, S. J. L., & Welch, A. A. (2021). Cross-Sectional Associations of Schoolchildren's Fruit and Vegetable Consumption, and Meal Choices, with Their Mental Well-Being: A Cross-Sectional Study. *BMJ Nutrition, Prevention & Health*, 4(2), 447–462. <https://doi.org/10.1136/bmjnph-2020-000205>
- Higgins, Thomas, Chandler, Cumpston, Page, & Welch. (2019). *Cochrane Handbook for Systematic Reviews of Interventions*. John Wiley & Sons. [www.training.cochrane.org/handbook](http://www.training.cochrane.org/handbook)
- Indraswari, B., Lantasih, R., & Subeni. (2024). Pengaruh Bauran Pemasaran Terhadap Kepuasan Konsumen Produk Sayuran Organik. *Jurnal Pertanian Agros*, 26(1), 4973–4982. <https://doi.org/http://dx.doi.org/10.37159/j.%20p%20agros.v26i1.3908>
- Irawan, B. S. &. (2002). *Manajemen Pemasaran Modern* (Edisi II). Liberty.
- Istiqomatin, T., Setiadi, A., & Ekowati, T. (2021). Effect of Marketing Mix on Consumer Purchase Decisions to Buy Cavendish Banana at Modern Markets in Semarang. *Agriecobis: Journal of Agricultural Socioeconomics and Business*, 4(2), 120–132. <https://doi.org/10.22219/agriecobis.v4i2.16225>
- Izmi, A. N., Winarno, S. T., & Wijayati, P. D. (2023). Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Pembelian Pisang Sunpride (Studi Kasus: Supermarket Superindo Tropodo). *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(3), 3204. <https://doi.org/10.33087/jiubj.v23i3.3439>
- Jaffery, N. S. N., & Annuar, S. N. S. (2023). Malaysia Consumers Green Purchasing Behaviour Towards Organic Products: A Review. In *Proceedings of the International Conference on Communication, Language, Education and Social Sciences (CLESS 2022)* (pp. 205–212). Atlantis Press SARL. [https://doi.org/10.2991/978-2-494069-61-9\\_20](https://doi.org/10.2991/978-2-494069-61-9_20)
- Jogiyanto. (2016). *Sistem Informasi Manajemen* (11th ed.). Andi Offset.
- Johnson, S. G., & Whittington R. (2008). *Exploring Corporate Strategy: Text and Cases*. Prentice Hall.
- Kakkar, S., & Chitrao, P. V. (2022). A Study of Purchase Behavior of Ornamental Gold Consumption (pp. 263–271). [https://doi.org/10.1007/978-981-16-6369-7\\_23](https://doi.org/10.1007/978-981-16-6369-7_23)

- Kasman, A. M. (2019). Pengaruh Bauran Pemasaran, Persaingan Pasar dan Kualitas Layanan Terhadap Kinerja Penjualan Melalui Pilihan Minimarket Sebagai Tempat Berbelanja di Sulawesi Selatan. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 16(1), 55–63. <https://doi.org/10.26487/jbmi.v16i1.5115>
- Kementerian Kesehatan Republik Indonesia. (2023). *Pentingnya Konsumsi Sayur dan Buah*. Artikel. [https://yankes.kemkes.go.id/view\\_artikel/2192/pentingnya-konsumsi-sayur-dan-buah#:~:text=Dalam Pedoman Gizi Seimbang secara,3 porsi buah setiap hari.](https://yankes.kemkes.go.id/view_artikel/2192/pentingnya-konsumsi-sayur-dan-buah#:~:text=Dalam Pedoman Gizi Seimbang secara,3 porsi buah setiap hari.)
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2021). *Pengembangan Hortikultura Berorientasi Ekspor Tingkatkan Produktivitas, Kualitas, dan Kontinuitas Produk Hortikultura*. Berita. <https://ekon.go.id/publikasi/detail/3358/pengembangan-hortikultura-berorientasi-ekspor-tingkatkan-produktivitas-kualitas-dan-kontinuitas-produk-hortikultura>
- Kerlinger. (2000). *Foundations of Behavioral Research*. Harcourt College Publishers.
- Khalida, L. R., Fadli, U. M. D., Savitri, C., & Faddila, S. P. (2023). *The Effect of Promotions and Consumer Preferences on Purchase Decision* (pp. 982–986). [https://doi.org/10.2991/978-94-6463-008-4\\_122](https://doi.org/10.2991/978-94-6463-008-4_122)
- Khoiriyah, N., Syakir, F., Program, M., Agribisnis, S., Pertanian, F., Islam, U., Program, D., Agribisnis, S., Pertanian, F., Islam, U., Program, D., Agribisnis, S., Pertanian, F., & Islam, U. (2020). Bauran Pemasaran Dan Faktor-Faktor Yang Mempengaruhi Pembelian Buah dan Sayur di Supermarket Kecamatan Lowokwaru Kota Malang. *Jurnal Sosial Ekonomi Pertanian Dan Agribisnis (SEAGRI)*, 8(2), 92–104. <https://jim.unisma.ac.id/index.php/SEAGRI/article/view/8223>
- Kismono, G. (2001). *Bisnis Pengantar*. BPFPE.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing Global 18th Edition*. Pearson Education International.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18th edition)*. Pearson Education International.
- Kulsum, K. U. (2023). *Potret Produksi dan Konsumsi Buah di Indonesia*. Kompas Pedia. <https://kompaspedia.kompas.id/baca/paparan-topik/potret-produksi-dan-konsumsi-buah-di-indonesia>
- Kurniasih, N., Iis Kurnia, N., Rahmansyah, S., & Chika Wulan, M. (2022). Hashtag #MakeUpReview: The Searchable Words Used in Online Review on Purchasing Decision in Indonesia. In *Proceedings of the Conference on Digital Humanities 2022 (CODH 2022)* (pp. 195–205). Atlantis Press SARL. [https://doi.org/10.2991/978-2-494069-69-5\\_17](https://doi.org/10.2991/978-2-494069-69-5_17)
- Lamb, Hair, & McDaniel. (2022). *Essentials of Marketing*. Cengage Learning.
- Levitt, T. (1986). *The Marketing Imagination*. Free Press.
- Lidia. (2024). Pengaruh Brand Image dan Harga terhadap Keputusan Pembelian

- Konsumen Pada Produk Mixue di Kota Palembang. *Madani : Jurnal Ilmiah Multidisiplin*, 2(1), 205–212. <https://doi.org/https://doi.org/10.5281/zenodo.10519919>
- Liu, L., & Wu, Q. (2023). Research on Modeling the Influence Mechanism of Anchors' Characteristics on Consumers' Online Purchase Intention and the Anchor Selection Strategy in E-Commerce Live Streaming. In *Proceedings of the 2022 3rd International Conference on Management Science and Engineering Management (ICMSEM 2022)* (pp. 247–259). Atlantis Press International BV. [https://doi.org/10.2991/978-94-6463-038-1\\_23](https://doi.org/10.2991/978-94-6463-038-1_23)
- Lusch. (2007). *Marketing Management*. Cengage Learning.
- Maharani, Ike, E., Fauzi, A., & Pujanggoro, S. A. (2023). *Analysis of Brand Image, Taste Variation, Price Perception and Promotion on Purchase Decision and Their Effect on Consumer Loyalty* (pp. 955–965). [https://doi.org/10.2991/978-94-6463-008-4\\_119](https://doi.org/10.2991/978-94-6463-008-4_119)
- Mahmud. (2011). *Metode Penelitian Pendidikan*. Pustaka Setia.
- Michael E. Porter. (2008). *Competitive Advantage (Keunggulan Bersaing): Menciptakan dan Mempertahankan Kinerja Unggul*. Kharisma Publishing.
- Moechtar, O. (2011). Urgensi Ketentuan Zonasi Pasar Tradisional Dengan Pasar Modern pada Peraturan Daerah Kota Surabaya Nomor 1 Tahun 2010 dalam Aspek Hukum Persaingan Usaha. *Yuridika*, 26(2). <https://doi.org/10.20473/ydk.v26i2.269>
- Muna, N. I., & Mardiana, M. (2019). Faktor-Faktor yang Berhubungan dengan Konsumsi Buah dan Sayur pada Remaja. *Sport and Nutrition Journal*, 1(1), 1–11. <https://doi.org/10.15294/spnj.v1i1.31187>
- Nurbayzura, W., & Soebiantoro, U. (2023). Pengaruh Promosi dan Citra Merek terhadap Keputusan Pembelian Susu UHT Indomilk: Studi pada Konsumen Susu UHT Indomilk di Surabaya. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 4030–4039. <https://doi.org/10.47467/alkharaj.v6i2.4151>
- Nursiswati, N., Filianty, F., & Harun, H. (2022). Peningkatan Pengetahuan Melalui Pendidikan Kesehatan “Sharing Tentang Minum Jus” Sebagai Upaya Pencegahan Penyakit Tidak Menular dan Kronis. *Jurnal Kreativitas Pengabdian Kepada Masyarakat (Pkm)*, 5(7), 2104–2110. <https://doi.org/10.33024/jkpm.v5i7.6250>
- Perangin-Angin, V. E. B., & Hasibuhan, S. (2022). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada UD. Purba Pusat Pasar (Central). *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (JASMIEN)*, 02, 1–6. <https://journal.cattleyadf.org/index.php/Jasmien>
- Philip Kotler, & Kevin Lane Keller. (2018). *Prinsip - Prinsip Marketing*. Salemba Empat.
- Prabowo, T. (2021). Faktor yang Mempengaruhi Perilaku Konsumen Terhadap Keputusan Pembelian Buah di Pasar Induk Cibitung Bekasi. *Parameter*, 6(2), 108–116. <https://doi.org/10.37751/parameter.v6i2.180>
- Pratami, A. M., Sudjoni, M. N., & Hindarti, S. (2020). Pengaruh Bauran Pemasaran

- Terhadap Peningkatan Penjualan Jeruk Keprok. *Jurnal Sosial Ekonomi Pertanian Dan Agribisnis (SEAGRI)*, 8(2), 39–48. <https://jim.unisma.ac.id/index.php/SEAGRI/article/view/8192>
- Purbhastuti, A. W. (2021). The Marketing Mix Effectiveness on Indomaret's Consumer Purchase Decision. *Sains Manajemen*, 7(1), 1–17. <https://doi.org/10.30656/sm.v7i1.2707>
- Putra Pratama, A., & Madiawati, N. (2023). Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Melalui Variabel Word Of Mouth Studi Kasus Pada Toko Sumber Buah. *E-Proceeding of Management*, 10(5), 3922–3929.
- Rahma, M. A., Heryansyah, M. T., Zahra, F. Z., & Irianto, H. (2023). Analisis Strategi Pemasaran Buah Naga Menggunakan Bauran Pemasaran (Marketing Mix) dan SWOT. *AgriFo : Jurnal Agribisnis Universitas Malikussaleh*, 8(1), 58. <https://doi.org/10.29103/ag.v8i1.11452>
- Randi. (2018). *Teori Penelitian Terdahulu*. Erlangga.
- Ranganathan, J. (2019). Sustainable Healthy Diets - Guiding Principles. In *Sustainable Healthy Diets*.
- Rasmikayati, E., Tridakusumah, A. C., Purnama, M. D. Z., Renaldi, E., & Saefudin, B. R. (2021). Perbandingan Kondisi Petani, Usahatani dan Akses Pasar Mangga di Kecamatan Greged dan Japara. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 7(2), 1673. <https://doi.org/10.25157/ma.v7i2.5542>
- Raziq, M. F. (2023). Pengaruh Kualitas Produk, Pemilihan Harga, dan Publisitas Digital Terhadap Keputusan Pembelian Fore Coffee di Bekasi. *Neraca Manajemen, Ekonomi*, 3(2), 1–10. <https://doi.org/https://doi.org/10.8734/musyitari.v3i2.1667>
- Sari, D. K. (2018). Peran in Store Stimuli dalam Customer Impulse Buying Serta Implikasinya Terhadap Strategi Pemasaran Pada Minimarket. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 13(2), 101–110. <https://doi.org/10.26533/eksis.v13i2.243>
- Sari, R. P., & Putra, F. I. F. S. (2024). Penerapan Bauran Promosi Teh Pucuk Harum Terhadap Keputusan Pembelian Pada Mahasiswa Manajemen di Kota Semarang. *INNOVATIVE: Journal Of Social Science Research Volume*, 4(1), 2398–2414. <https://doi.org/https://doi.org/10.31004/innovative.v4i1.7617>
- Sarvina, Y. (2019). Dampak Perubahan Iklim dan Strategi Adaptasi Tanaman Buah dan Sayuran di Daerah Tropis. *Jurnal Penelitian Dan Pengembangan Pertanian*, 38(2), 65. <https://doi.org/10.21082/jp3.v38n2.2019.p65-76>
- Savitri, C., Faddila, S. P., Maemunah, M., & Khalida, L. R. (2023). *Investigation of Green Marketing and Brand Image on Customers' Teh Kotak Purchase Decision* (pp. 849–855). [https://doi.org/10.2991/978-94-6463-008-4\\_106](https://doi.org/10.2991/978-94-6463-008-4_106)
- Schiffman, L., & Wisenblit, J. L. (2018). *Consumer Behavior (12th edition)*. Pearson Education International.
- Setiawan, A. W., Fadhilah, M., & Hutami, L. T. H. (2024). Meningkatkan Keputusan Pembelian Melalui Inovasi Produk, Kualitas Produk dan Citra

- Merek di Mixue Yogyakarta. *Reslaj : Religion Education Social Laa Roiba Journal*, 6(3), 1157–1177. <https://doi.org/10.47476/reslaj.v6i3.4846>
- Stanton, W. J., Etzel, M. J., & Walker, B. J. (2020). *Fundamentals of Marketing (11th edition)*. McGraw-Hill Education.
- Subagja, T., Sasmita, E. M., & Sari, B. (2024). Pengaruh Kualitas Produk, Promosi, dan Harga Terhadap Keputusan Pembelian Konsumen Original Kopi di Gerai Kacang Pedang, Kota Pangkalpinang. *Ikraith-Ekonomika*, 7(1), 136–146. <https://doi.org/10.37817/ikraith-ekonomika.v7i1.3297>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Alfabeta.
- Sumarni, M., & Soeprihanto, J. (2010). *Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan)* (V). Liberty.
- Sumarwan, U., & Tjiptono, F. (Eds.). (2018). *Strategi Pemasaran dalam Perspektif Perilaku Konsumen* (Cetakan 1). PT. Penerbit IPB Press.
- Susanti, D., Sugiat, M., Grace, E., Shinta Dewi, R., & Sudirman, A. (2022). Reflection on Purchase Decisions for Ulos Handicraft Products from the Marketing Mix Aspect. *KnE Social Sciences*, 2022(2), 413–424. <https://doi.org/10.18502/kss.v7i10.11381>
- Tafonao, L., & Tarigan, I. A. (2021). Pengaruh Bauran Pemasaran dan Kualitas Produk Terhadap Volume Penjualan Pada PT. Berastagi Bintang Asia Medan. *Jurnal Global Manajemen*, 10(2), 109. <https://doi.org/10.46930/global.v10i2.1816>
- Trisakti, M. N., & Arnu, A. P. (2024). Pengaruh Suasana Kafe dan Promosi Terhadap Keputusan Pembelian: Ajudan Kopi Karawang Muhamad. *Reslaj : Religion Education Social Laa Roiba Journal*, 6(3), 950–963. <https://doi.org/10.47476/reslaj.v6i3.4303>
- Trisnawati, E., Suroso, A., & Kumorohadi, U. (2013). Analisis Faktor-Faktor Kunci dari Niat Pembelian Kembali Secara Online (Study Kasus Pada Konsumen Fesh Shop). *Jurnal Bisnis Dan Ekonomi (JBE)*, 19(2), 126–141. <https://www.neliti.com/id/publications/24175/analisis-faktor-faktor-kunci-dari-niat-pembelian-kembali-secara-online-study-kas>
- Turner, D. P. (2020). Sampling Methods in Research Design. *Headache: The Journal of Head and Face Pain*, 60(1), 8–12. <https://doi.org/10.1111/head.13707>
- Wang, H., Yang, D., & Qiu, X. (2023). *Research on The Influence of Personalized Recommendation on Consumers' Purchasing Decision: The Mediating Role of Consumers' Privacy Concern* (pp. 1311–1315). [https://doi.org/10.2991/978-94-6463-042-8\\_189](https://doi.org/10.2991/978-94-6463-042-8_189)
- Wongso, Y., Susanti, N., & Cempena, I. B. (2022). The Effect of Marketing Mix on Purchase Decision with Brand Image as Intervening Variable on Sippol Brand Hand Sanitizer Products. *International Journal of Economics, Business and Management Research*, 06(08), 108–126. <https://doi.org/10.51505/ijebmr.2022.6808>
- World Health Organization. (2021). *Obesity and Overweight*. News.

<https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

- Wulansari, A., & Chandra, F. (2019). Pentingnya Konsumsi Sayur Dan Buah Bagi Anak Sekolah di SDN 082/IV Sijenjang. *Jurnal Abdimas Kesehatan (JAK)*, 1(2), 123. <https://doi.org/10.36565/jak.v1i2.37>
- Yan, S., & Zhou, Y. (2016). Research of Work-Family Balance Based on Family Life Cycle. *Open Journal of Social Sciences*, 04(11), 218–224. <https://doi.org/10.4236/jss.2016.411018>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across The Firm*. McGraw-Hill Education.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods*. Cengage Learning.
- Zulkifli, L., & Syafiq, M. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Buah Stroberi di Kecamatan Tawangmangu Kabupaten Karanganyar. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(1), 77–87. <https://doi.org/https://doi.org/10.21776/ub.jepa.2021.005.01.0>