

## DAFTAR PUSTAKA

- A brief history of gelato* (2020). La Macelleria Gelateria. Retrieved October 8, 2021, from <https://www.lamacelleriagelateria.com/a-brief-history-of-gelato/>
- Abdillah (2021, June 20). *Teknik Pengambilan Sampling - Penjelasan dan Contohnya*. RumusRumus.com. <https://rumusrumus.com/teknik-pengambilan-sampling-penjelasan-dan-contohnya/>.
- Agmasari, S. (2021). *Sektor Kuliner penyumbang terbesar PDB Ekonomi Kreatif Indonesia*. KOMPAS.com. Retrieved September 23, 2021, from <https://www.kompas.com/food/read/2021/08/11/210300375/sektor-kuliner-penyumbang-terbesar-pdb-ekonomi-kreatif-indonesia>
- Amadea, A. (2020). *Riset: Minat Masyarakat Indonesia terhadap bahan Alami Meningkat Selama Pandemi*. kumparan. Retrieved September 23, 2021, from <https://kumparan.com/kumparanfood/riset-minat-masyarakat-indonesia-terhadap-bahan-alami-meningkat-selama-pandemi-1uNmczUNMmI/1>
- Ambrose, G., & Harris, P. (2017). *Packaging the brand: The relationship between packaging design and brand identity*. Bloomsbury Visual Arts.
- Armstrong, G., Agnihotri, P., & Kotler, P. T. (2018). *Principle Of Marketing* (17th Editi). Pearson. <https://sites.google.com/site/lakkantalad/kar-wangphaen-kar-tlad>
- Badan Pusat Statistik (2020). *Jumlah dan Distribusi Penduduk Provinsi Jambi*. (n.d.). Retrieved September 23, 2021, from <https://sensus.bps.go.id/main/index/sp2020>
- Badan Pusat Statistik (2021). *Proyeksi Penduduk Kabupaten/Kota Provinsi Jambi 2010-2020*. Retrieved September 23, 2021, from: <https://media.neliti.com/media/publications/48758-ID-proyeksi-penduduk-kabupatenkota-provinsi-jambi-2010-2020.pdf>
- Baker, T. (2015). *The end of the job description: Shifting from a job-focus to a performance-focus*. Palgrave Macmillan.
- Bank Indonesia (2021). *Laporan Perekonomian Provinsi Jambi Februari 2021*. Retrieved September 23, 2021, from <https://www.bi.go.id/id/publikasi/laporan/lpp/Pages/Laporan-Perekonomian-Provinsi-Jambi-Februari-2021.aspx>

- Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching New Ventures*. Pearson.
- Barrows, C.W., Powers, T., and Reynolds, D.R. (2012). *Introduction to Management in the Hospitality Industry (10th ed.)*. New York: John Wiley & Sons Ltd.
- Bascuñán, K. A., Rodríguez, J. M., Osben, C., Fernández, A., Sepúlveda, C., & Araya, M. (2021). *Pandemic effects and gluten-free diet: An adherence and mental health problem*. *Nutrients*. Retrieved September 23, 2021, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8229361/>
- Bedosky, L., Manning, J., Iacovelli, J., Kennedy, K., Mast, F., & Braff, D. (2020). *10 easy quarantine desserts (that are also healthy): Everyday health*. *EverydayHealth.com*. Retrieved September 23, 2021, from <https://www.everydayhealth.com/diet-nutrition/healthy-and-easy-desserts/>
- Belcourt, M., & Podolsky, M. (2019). *Strategic Human Resources Planning*. Nelson.
- Blank, S. G., & Dorf, B. (2020). *The startup owner's Manual: The Step-by-step guide for building a great company*. Wiley.
- Buulolo, E. M., Zalmi, F. Y., Sihite, A., Daulay, N. N., & Sakuntala, D. (2020). *Pengaruh Rasio EFISIENSI, Risiko Operasi Dan Likuiditas Terhadap profitabilitas Perusahaan Sub Sektor Tekstil Dan Garmen Yang Terdaftar di Bursa Efek Indonesia periode 2012-2018. GOING CONCERN : JURNAL RISET AKUNTANSI*, 15(3), 340. <https://doi.org/10.32400/gc.15.3.28349.2020>
- Cho, S. Y., & Jun, J. K. (2016). *Positioning analysis of dessert cafe based on brand personality*. The Tourism Science Society of Korea.
- Dessler, G. (2020). *Human Resource Management*. Pearson.
- Edenborough, R., & Li, zheng. (2011). *Zhao Pin, Xuan Ba he Ji Xiao De Ping Gu Fang Fa = assessment methods in recruitment, Selection & Performance: A manager's guide to psychometric testing, interviews and Assessment Centres*. Zhong guo qing gong ye chu ban she.
- England: Pearson. Walker, J.R. (2020). *Introduction to Hospitality, Global Edition*. England: Pearson
- Find out how a gluten-free diet can help you with weight loss* (2021). *Verywell Health*. Retrieved September 23, 2021, from <https://www.verywellhealth.com/gluten-free-weight-loss-563074>

- Ford, A. C., Sperber, A. D., Corsetti, M., & Camilleri, M. (2020). *Irritable bowel syndrome. The Lancet*, 396(10263), 1675–1688. [https://doi.org/10.1016/s0140-6736\(20\)31548-8](https://doi.org/10.1016/s0140-6736(20)31548-8)
- Garaika, G., & Margahana, H. (2019). *Peran Seleksi (selection) Tenaga Kerja yang tepat terhadap tercapainya Tujuan Organisasi*. *Jurnal Aktual*, 17(2), 133. <https://doi.org/10.47232/aktual.v17i2.42>
- Gelato: Its history and how it differs from Ice Cream* (2021). *Electro Freeze*. (2019, September 27). Retrieved October 8, 2021, from <https://electrofreeze.com/history-of-gelato/>
- Hariharan, C. K. (2019). *Simplified Approach to Financial Management Theory*. India: Wolters Kluwer.
- Harvard Health Publishing (2021). *The Sweet Danger Of Sugar [web log]*. Retrieved September 21, 2021, from <https://www.health.harvard.edu/heart-health/the-sweet-danger-of-sugar>.
- Hayes, D. K., & Ninemeier, J. D. (2016). *Human Resources Management in the hospitality industry*. Wiley.
- Healthline Media (2020). *Everything you want to know about rheumatoid arthritis*. Healthline. Retrieved September 23, 2021, from <https://www.healthline.com/health/rheumatoid-arthritis>
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic Management: Competitiveness and Globalization*. In *Musical Times* (12 ed., Vol. 143, Nomor 1878). Cengage Learning. <https://doi.org/10.2307/1004421>
- Indonesia. Undang Undang tentang Kepariwisata, UU No. 9 Tahun 1990. Jakarta: Menteri Sekretaris Negara
- Ismanto, J. (2020). *Manajemen Pemasaran*. Eprints UNPAM. Retrieved November 23, 2021, from <http://eprints.unpam.ac.id/8664/>
- Jankensgård, H., & Kapstad, P. (2021). *Empowered enterprise risk management: Theory and practice*. Wiley.
- Kahar, G. N., Suhendra, I., & Suharto, U. S. (2017). *Analisis Faktor-Faktor Yang Mempengaruhi Neraca pembayaran di Indonesia Tahun 1986-2016*. *Jurnal Ekonomi-Qu*, 7(2). <https://doi.org/10.35448/jequ.v7i2.4975>
- Kemenparekraf (2021). *Kuliner Penyumbang Terbesar PDB Ekonomi Kreatif*. Peduli Covid19 | KEMENPAREKRAF / BAPAREKRAF RI.

<https://pedulicovid19.kemenparekraf.go.id/menparekraf-kuliner-penyumbang-terbesar-pdb-ekonomi-kreatif/>

- Kotler, P. (2019). *Marketing Management*. United Kingdom: Pearson UK.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing*. Pearson.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism (7th ed.)*. England: Pearson Education Limited.
- Kotler, Philip & Keller, Kevin Lane (2016). *A Framework for Marketing Management, (6th ed.)*. England: Pearson Education Limited.
- Kotler, Philip and Keller. 2016. *Marketing management 15e*. Boston: Pearson Education.
- Kotler, Philip, Armstrong, Gary and Opresnik, Marc Oliver (2018). *Principles of Marketing Global Edition, (17th ed.)*. United Kingdom: Pearson Education Limited.
- Kurnia, R. M., & Santoso, M. B. (2018). Proses rekrutmen Dan Seleksi Pekerja K3L UNPAD. *Focus : Jurnal Pekerjaan Sosial*, 1(2), 108. <https://doi.org/10.24198/focus.v1i2.18264>
- Landers, R. N., & Schmidt, G. J. (2016). *Social Media in Employee Selection and Recruitment: Theory, Practice, and Current Challenges*. Springer.
- Lebwohl, B., Hu, F. B., Sampson, L., Dougherty, L. W., Willett, W. C., Chan, A. T., & Sun, Q. (2018). *Gluten intake and risk of type 2 diabetes in three large prospective cohort studies of US men and women. Diabetologia*, 61(10), 2164–2173. <https://doi.org/10.1007/s00125-018-4697-9>
- Leong, B. (2020). *Coronavirus: How to avoid overeating when working from home*. BBC Worklife. Retrieved September 23, 2021, from <https://www.bbc.com/worklife/article/20200331-how-to-eat-a-healthy-diet-when-work-from-home-coronavirus>
- Mariscotti, E. E. (2020). *Corporate Risks and Leadership What Every Executive Should Know About Risks, Ethics, Compliance, and Human Resources*. Routledge.
- Marpaung, A. (2021). *Diet Bebas Gluten: Apakah Bermanfaat Untuk Anda?* Greeners.Co. Retrieved September 23, 2021, from <https://www.greeners.co/gaya-hidup/diet-bebas-gluten-bermanfaat/>



- Mayo Foundation for Medical Education and Research (2020). *Hashimoto's disease*. Mayo Clinic. Retrieved September 23, 2021, from <https://www.mayoclinic.org/diseases-conditions/hashimotos-disease/symptoms-causes/syc-20351855>
- Mensah, Ishmael dan Mensah, Rebecca Dei (2013). *Management and Tourism Services, 2nd ed.* USA: Xlibris Corporation.
- Nikmah, F., Hasan, H., & Ainie, L. N. (2018). *Analisis Prosedur Rekrutmen Dalam Upaya pemenuhan tenaga kerja. Adbis: Jurnal Administrasi Dan Bisnis*, 12(1), 46. <https://doi.org/10.33795/j-adbis.v12i1.40>
- Nurhidayat, D. (2021). *Pendapatan Negara di Bulan Mei 2021 tumbuh 9,3%*. Media Indonesia. Retrieved September 23, 2021, from <https://mediaindonesia.com/ekonomi/413519/pendapatan-negara-di-bulan-mei-2021-tumbuh-93>
- Perera, R. (2020). *Understanding Porter's Five Forces Analysis*. Sri Lanka: Nerdinaut.
- Picone, K. (2014). *The (seriously sweet) history of doughnuts*. All That's Interesting. Retrieved September 23, 2021, from <https://allthatsinteresting.com/history-of-doughnuts>
- Prasetya, A. I., Cahyo, A. D., & Maula, A. (2019). *Metode Dan Prosedur Pelaksanaan Rekrutmen Seleksi pt. Bank Rakyat Indonesia (Persero) tbk. Competence : Journal of Management Studies*, 12(2). <https://doi.org/10.21107/kompetensi.v12i2.4952>
- Pratiwi, D. A. (2015). *Gaya hidup Masyarakat Picu Berkembangnya Industri Makanan*. <https://economy.okezone.com/>. Retrieved January 26, 2022, from <https://economy.okezone.com/read/2015/08/20/320/1199747/gaya-hidup-masyarakat-picu-berkembangnya-industri-makanan>
- Prodjo, W. A. (2018). *Industri Kuliner, Penopang Tertinggi Perekonomian Kreatif Di Indonesia*. Kompas.Com. <https://travel.kompas.com/read/2018/02/06/185000027/industri-kuliner-penopang-tertinggi-perekonomian-kreatif-di-indonesia>
- Purwanto, A. (Ed.) (2021). *Infografis Minat Kulineran masyarakat di Tengah Pandemi Covid-19, Banyak Yang Lebih suka dine-in*. <https://www.celebrities.id/>. Retrieved September 23, 2021, from <https://www.celebrities.id/detail/infografis-minat-kulineran-masyarakat-di-tengah-pandemi-covid-19-banyak-yang-lebih-suka-dine-in-7Uy45T>

- Putra, B. G., & Munfaqiroh, S. (2020). *Analisis Rasio Keuangan Untuk Mengukur Kinerja Keuangan*. Jurnal Ilmu-Ilmu Sosial, 17.
- Rahman, L. (2021). *SP 2020 Catat Jumlah Penduduk Provinsi Jambi Capai 3,55 Juta Jiwa*. Rri.Co.Id. <https://rri.co.id/jambi/daerah/964817/sp-2020-catat-jumlah-penduduk-provinsi-jambi-capai-3-55-juta-jiwa>
- Ratnasari, S. langgeng, & Septiani, M. (2020). *Pengaruh Kepribadian, Orientasi Kerja, Dan Penempatan Terhadap Kinerja Pegawai*. Journal of Global Business and Management Review, 2(1), 41. <https://doi.org/10.37253/jgbmr.v2i1.789>
- Rejda, G. E., & McNamara, M. J. (2017). *Principles of Risk Management and Insurance*. Pearson.
- Republik Indonesia. Menteri Pariwisata dan Ekonomi Kreatif (2014). *Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia Nomor 11 Tahun 2014 tentang Standar Usaha Restoran*. Diakses dari: [http://dispar.kutaikartanegarakab.go.id/uploads/kebijakan/PERATURAN%20MENTRI/PERMEN%20PAREKRAF%20\\_11%20%202014%20%20RESTORAN.pdf](http://dispar.kutaikartanegarakab.go.id/uploads/kebijakan/PERATURAN%20MENTRI/PERMEN%20PAREKRAF%20_11%20%202014%20%20RESTORAN.pdf)
- Rihanto, D. (2019). *Pertumbuhan Industri Makanan dan MINUMAN SUMBANG 6,35% terhadap Pdb nasional*. Pikiran. <https://www.pikiran-rakyat.com/ekonomi/pr-01316389/pertumbuhan-industri-makanan-dan-minuman-sumbang-635-terhadap-pdb%20nasional>.
- RISWAN, R., & Kesuma, Y. F. (2014). *Analisis Laporan Keuangan Sebagai Dasar Dalam penilaian Kinerja Keuangan pt. Budi Satria wahana motor*. Jurnal Akuntansi Dan Keuangan, 5(1). <https://doi.org/10.36448/jak.v5i1.449>
- Rohaeni, H. (2016). *Peranan Promosi Melalui Personal Selling Terhadap Volume Penjualan*. Ecodemica, Vol. IV, No. 2, September ISSN :2355-0295, 223-231
- Romarate, P. I. (2019). *Why is aesthetic value important in the food industry today*. GMA Network. Retrieved September 23, 2021, from <https://www.gmanetwork.com/entertainment/celebritylife/food/57055/why-is-aesthetic-value-important-in-the-food-industry-today/story?amp>
- Rusdijaman, D. (Ed.). (2021). *Kajian Fiskal Regional Province Jambi Tahun 2020*. Kementerian Keuangan Direktorat Jenderal Perbendaharaan. Retrieved September 20, 2021, From [https://Djpb.Kemenkeu.Go.id/portal/images/file\\_artikel/file\\_pdf/kfr/2020/5-KFR\\_2020\\_Jambi.pdf#page33](https://Djpb.Kemenkeu.Go.id/portal/images/file_artikel/file_pdf/kfr/2020/5-KFR_2020_Jambi.pdf#page33)

- Sahban, H. (2016). *Meraih Kesuksesan dalam Bisnis Restoran*. Sidoarjo: Zifatama Publishing
- Saladin, H., & Oktariansyah, O. (2020). *Analisis Rasio profitabilitas Dan Rasio Pertumbuhan (growth) Pada Perusahaan sub sektor pulp and Paper Yang Terdaftar di Bursa Efek Indonesia*. Jurnal Media Wahana Ekonomika, 17(3), 257. <https://doi.org/10.31851/jmwe.v17i3.4850>
- Saman, A. (2020). *Effect of compensation on employee satisfaction and employee performance*. International Journal of Economics, Business and Accounting Research (IJEBAR), 4(01). <https://doi.org/10.29040/ijebar.v4i01.947>
- Saptono, P. B., & Ayudia, C. (2021). *Income tax issues on the omnibus law and its implications in Indonesia*. Akrua: Jurnal Akuntansi, 12(2), 164. <https://doi.org/10.26740/jaj.v12n2.p164-178>
- Schulfer, S. (2021). *Types of Menu: Different Menu Types in Restaurants 2021*. Types of menu: Different menu types in restaurants 2021. <https://home.binwise.com/blog/types-of-menu>.
- Sejarah Donat*. Donat Bakar (2014). Retrieved September 23, 2021, from <http://donatbakar.com/sejarah-donat/>
- Sekaran, U. and Bougie, R. (2020). *Research Methods for Business: A Skill Building Approach (8th ed.)*. United Kingdom: John Wiley & Sons Ltd.
- Senuken, P., Baowollo, R. B., Senuken, & Tokan, P. (2020). *Sorgum Dan Diet gluten free* – eposdigi.com. depoedu.com. Retrieved September 23, 2021, from <https://www.eposdigi.com/2020/11/28/ketahanan-pangan/sorgum-dan-diet-gluten-free/>
- Setiadi, G. A., Elsam, A. A., Linardi, A. C., Alimwijono, C., Perdana, E., Jonathan, J., Dewi, L. C., & Octavianus, R. J. (2019). *Pengaruh WACC Terhadap Roa Dan der Pada Perusahaan Yang Terdaftar di bei tahun 2015-2017*. Jurnal PROFIT Kajian Pendidikan Ekonomi Dan Ilmu Ekonomi, 6(2), 89–100. <https://doi.org/10.36706/jp.v6i2.9574>
- Setyorini, T. (2019). *Survei: Orang Indonesia Lebih Suka Camilan Daripada Makan Berat*. merdeka.com. Retrieved September 23, 2021, from <https://m.merdeka.com/gaya/survei-orang-indonesia-lebih-suka-camilan-daripada-makan-berat.html?page=3>
- Sheilanabilla, S. A. (2021). *Kelebihan Gula Bisa Melemahkan IMUN? Ini Kata Dokter Gizi*. detikHealth. Retrieved September 23, 2021, from

<https://health.detik.com/diet/d-5687388/kelebihan-gula-bisa-melemahkan-imun-ini-kata-dokter-gizi>

- Smart, C. (2021). *Solving for Project Risk Management: Understanding the critical role of uncertainty in Project Management*. McGraw Hill.
- Southey, F. (2020). *How Covid-19 Is Shaking Up Consumer Trends: Mintel. Foodnavigator.Com*. <https://www.foodnavigator.com/Article/2020/06/16/How-COVID-19-is-shaking-up-consumer-trends-Mintel>.
- Spears, M. C. and Gregoire, M. B. (2016). *Foodservice Organizations: A Managerial and Systems Approach*. United States of America: Pearson.
- Subani. (2015). *Analisis Arus Kas untuk Mengukur Kinerja Keuangan*. Jurnal WIGA, 5.
- Sugiyanto, S., & Rahayu, A. A. (2019). *The implementation of risk management and its effect on good cooperative governance and success*. Journal of Indonesian Economy and Business, 33(3), 243. <https://doi.org/10.22146/jieb.28570>
- Swati, K. S. (Ed.). (2021). *With COVID-19 pandemic and multiple lockdowns, people can gain extra weight and diabetes type 2: UK study*. India News, Breaking News | India.com. Retrieved September 23, 2021, from <https://www.india.com/health/with-covid-19-pandemic-and-multiple-lockdowns-people-can-gain-extra-weight-and-diabetes-type-2-uk-study-4936253/>
- The Nourished Child (2021). *How should I handle my child's sugar cravings?* Retrieved September 23, 2021, from <https://thenourishedchild.com/handle-sugar-cravings-kids/>
- Trost, A. (2020). *Human resources strategies*. Springer International Publishing.
- Tsoufidis, L. (2021). *Capital theory and political economy prices, income distribution and stability*. Routledge, Taylor & Francis Group.
- UKessays (2018). *The Five Dimensions Of Service Quality*. Retrieved from <https://www.ukessays.com/essays/marketing/the-five-dimensions-of-service-quality-measured-marketing-essay.php?vref=1>
- Utama, I.G.B.R. (2016). *Pengantar Industri Pariwisata: Tantangan & Peluang Bisnis Kreatif*. Yogyakarta: Deepublish.
- Wachyuni, S.S., Yenny, M., & Wiweka, K. (2020). *Experimental Study of Aloe Vera Jelly As Dessert Basic Ingredients*. 5, 277–295



Walker, J.R. (2019). *Introduction to Hospitality* (8th ed.).

Weatherspark (2021). *Iklim dan Cuaca Rata-Rata Sepanjang Tahun di Jambi*. Retrieved September 22, 2021, from <https://id.weatherspark.com/y/114624/Cuaca-Rata-rata-pada-bulan-in-Jambi-Indonesia-Sepanjang-Tahun>.

Wijaya, N. N. (2019). *Menguak Tiga besar PENYUMBANG Perekonomian Ekraf • Pelaku Bisnis*. Pelaku Bisnis. <https://pelakubisnis.com/2018/07/menguak-tiga-besar-penyumbang-perekonomian-ekraf/>.

Wilson, A. M., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2021). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill.

Wirtz, J., & Lovelock, C. H. (2018). *Essentials of services marketing*. Pearson.

Wisse, B. (Ed.). (2021). *Graves disease: Medlineplus medical encyclopedia*. MedlinePlus. Retrieved September 23, 2021, from <https://medlineplus.gov/ency/article/000358.htm>

World Health Organization (2021). *Obesity and overweight*. World Health Organization. Retrieved September 23, 2021, from <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

Yolandha, F. (2021). *Subsektor Kuliner Beri kontribusi Besar Saat pandemi*. Republika Online. Retrieved September 23, 2021, from <https://www.republika.co.id/berita/qzei9v370/subsektor-kuliner-beri-kontribusi-besar-saat-pandemi>

Zakiyah, T. (2018). *Metode Penilaian Investasi Dengan Analisis Sensitivitas Pada Pendirian UMKM premier crepes*. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 7(2), 150–163. <https://doi.org/10.32639/jiak.v7i2.194>