

perbedaan sikap dan pandangan dari konsumen terhadap makanan sehat dan non-sehat.

## DAFTAR PUSTAKA

- Amadea, A. (2021, Maret 1). *Tren Makanan Siap Saji Diperkirakan Meningkat di 2020-2027, Bisa Jadi Ide Bisnis*. Retrieved from kumparanFOOD: <https://kumparan.com/kumparanfood/tren-makanan-siap-saji-diperkirakan-meningkat-di-2020-2027-bisa-jadi-ide-bisnis-1vGlh0kfnJz/full>
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. *Vision*, 56-69.
- Azizah, N. (2020, Oktober 7). *Survei LIPI: Konsumsi Makanan Sehat Meningkat Selama Pandemi*. Retrieved from Republika.co.id: <https://www.republika.co.id/berita/qhu2c1463/survei-lipi-konsumsi-makanan-sehat-meningkat-selama-pandemi>
- Boateng, H., & Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response. *Journal of Research in Interactive Marketing*, 299-312.
- Cahyani, N. I., & Artanti, Y. (2020). The Influence of Informativeness, Entertainment and E-mail Marketing Irritation on Online Buying Intentions with Attitude Toward Advertising as Mediation Variable. *SENTRALISASI*, 77-86.
- Çal, B., & Adams, R. (2014). The Effect of Hedonistic and Utilitarian Consumer Behavior on Brand Equity: Turkey - UK Comparison on Coca Cola. *Procedia - Social and Behavioral Sciences*, 475-484.
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 148-164.
- Choshaly, S. H., & Mirabolghasemi, M. (2020). The role of viral marketing strategies in predicting purchasing intention of eco-labelled products. *Viral Marketing Strategies*, 1-19.
- Cuesta-Valino, P., Rodriguez, P. G., & Nunez-Barriopedro, E. (2020). Perception of Advertisements for Healthy Food on Social Media: Effect of Attitude on

Consumers' Response. *International Journal of Environmental Research and Public Health*, 1-19.

- Fadliansyah, M. E. (2020, Juli 18). *Gojek Catat Transaksi Makanan Cepat Saji Naik 8 Kali Saat Pandemi*. Retrieved from Katadata.co.id: <https://katadata.co.id/febrinaiskana/digital/5eead8543475c/gojek-catat-transaksi-makanan-cepat-saji-naik-8-kali-saat-pandemi>
- Fishbein, M., & Ajzen, I. (2011). *Predicting and Changing Behavior: The Reasoned Action Approach*. New York: Psychology Press.
- Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. *Internet Research*, 430-447.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Haidi, A., & Rahim, H. L. (2015). Social Media Advertising Value: A Study on Consumer's Perception. *International Academic Research Journal*, 1-8.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-sem: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 139-151.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 2-24.
- Halidi, R. (2021, Juli 15). *Survei: Kesadaran Pola Hidup Sehat Orang Indonesia Meningkatkan Selama Pandemi*. Retrieved from Suara.com: <https://www.suara.com/lifestyle/2021/07/15/181500/survei-kesadaran-pola-hidup-sehat-orang-indonesia-meningkat-selama-pandemi?page=2>
- Harashta, M. K. (2021). Pengaruh 7C Komunikasi pada Konten Media Sosial Instagram @yellowfitkitchen Terhadap Minat Beli Followers. *Skripsi Fakultas Ilmu Komunikasi Universitas Multimedia Nusantara*.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 115-135.
- Hongyan, L., & Zhankui, C. (2017). Effects of Mobile Text Advertising on Consumer Purchase Intention: A Moderated Mediation Analysis. *Frontiers in Psychology*, 1-14.

- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 227-261.
- Luna-Nevarez, C., & Torres, I. M. (2015). Consumer attitudes toward social network advertising. *Journal of Current Issues and Research in Advertising*, 1-19.
- Manzoor, A. (2016). Using Social Media Marketing for Competitive Advantage. *Competitive Social Media Marketing Strategies*, 201-218.
- Nandini, W. (2018, April 5). *1 dari 4 Penduduk Dewasa Mengalami Obesitas*. Retrieved from [Katadata.co.id: https://katadata.co.id/ariayudhistira/infografik/5e9a55fd2ce62/1-dari-4-penduduk-dewasa-mengalami-obesitas](https://katadata.co.id/ariayudhistira/infografik/5e9a55fd2ce62/1-dari-4-penduduk-dewasa-mengalami-obesitas)
- Olannye, A. P., & Dibia, R. N. (2020). Brand Credibility and Marketing Performance in the Nigerian Brewery Industry. *International Journal of Social Sciences and Humanities*, 56-67.
- Putri, A. (2021, Maret 29). *Bahaya Makanan Cepat Saji (Fast Food) bagi Kesehatan*. Retrieved from Fakultas Keperawatan Universitas Airlangga: <http://ners.unair.ac.id/site/index.php/news-fkp-unair/30-lihat/975-bahaya-makanan-cepat-saji-fast-food-bagi-kesehatan#:~:text=Fast%20food%20adalah%20makanan%20yang%20mudah%20dan%20cepat%20pengolahannya.&text=Makanan%20cepat%20saji%20banyak%20mengandung,di>
- Rahadi, F. (2021, November 7). *Selama Pandemi, Pola Makan Sehat Jadi Trending*. Retrieved from [RepJogja: https://repjogja.republika.co.id/berita/r26mn3291/selama-pandemi-pola-makan-sehat-jadi-trending](https://repjogja.republika.co.id/berita/r26mn3291/selama-pandemi-pola-makan-sehat-jadi-trending)
- Ratna, N. K. (2013). *Teori, metode, dan teknik penelitian sastra*. Yogyakarta: Pustaka Pelajar.
- Ratnasari, E. D. (2017, Agustus 9). *Studi: 'Fast Food' Lebih Banyak Dikonsumsi Kelas Menengah*. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/gaya-hidup/20170809133005-262-233484/studi-fast-food-lebih-banyak-dikonsumsi-kelas-menengah>
- Sarstedt, M., Ringle, C. M., & Hair, J. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*.

- Sebastian, S. D., & Pandowo, M. (2016). The impact of credibility, informative, and hedonic/pleasure on youth consumers' attitude toward advertising: study of mobile advertising. *Jurnal EMBA* , 1077-1085.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Trento: Print Trento.
- Sihaloho, N. M. (2012). Faktor-faktor yang mempengaruhi pola pemilihan makanan siap saji modern (fast food) pada pelajar SMA Sumber Cahaya Medan. *Skripsi Fakultas Kesehatan Masyarakat, Universitas Sumatera Utara*.
- Suarsa, S. H. (2020). Location-based advertising: intrusiveness and irritation. *Jurnal Bisnis dan Manajemen*, 88-99.
- Sukmawati, N., & Ekasasi, S. R. (2020). Pengaruh Gaya Hidup, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Produk Makanan Sehat Soyjoy. *Cakrawangsa Bisnis - Jurnal Ilmiah Mahasiswa*.
- Sulaiman, M. R. (2022, Januari 8). *Gara-gara Pandemi Covid-19, Kasus Obesitas Anak Diprediksi Meningkat*. Retrieved from Suara.com: <https://www.suara.com/health/2022/01/08/091000/gara-gara-pandemi-covid-19-kasus-obesitas-anak-diprediksi-meningkat>
- Tandijaya, T. N., & Samuel, H. (2021). Viral marketing message, consumers' attitude towards viral marketing, competitiveness ability, and business performance. *Jurnal Manajemen Pemasaran*, 83-98.
- Tanuwijaya, J., & Gunawan, L. (2021). The influence of advertising value towards the purchase intention of Mora.id's products. *Jurnal Entrepreneur dan Entrepreneurship*, 77-92.
- Tempo. (2016, Januari 19). *Ini 5 Efek Positif Hasil Pola Makan Sehat*. Retrieved from Tempo.co: <https://gaya.tempo.co/read/737328/ini-5-efek-positif-hasil-pola-makan-sehat/full&view=ok>
- Trivedi, J. (2017). The effect of viral marketing messages on consumer behavior. *Journal of Management Research*, 84-98.
- Widiyarti, Y. (2020, Juni 18). *Pandemi COVID-19, Kesadaran Makan Sehat pun Meningkat*. Retrieved from Tempo.co: <https://gaya.tempo.co/read/1354866/pandemi-covid-19-kesadaran-makan-sehat-pun-meningkat/full&view=ok>