

DAFTAR PUSTAKA

- American Marketing Association. (2017). *Definitions of Marketing*.
<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anwar, K., Bord Nandre Aprila, Ngurah Pandji Mertha Agung Durya, Ajeng Andriani Hapsari, & Vivid Violin. (2023). Analysis Of The Influence Of Product Quality, Lifestyle And Promotional Strategy On The Decision To Purchase Samsung Smartphone Products. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(6), 2377–2382.
<https://doi.org/10.35870/jemsi.v9i6.1637>
- Arta, I. G. S., & Yasa, N. N. K. (2019). the Role of Purchase Intention on Mediating the Relationship of E-Wom and E-Wom Credibility To Purchase Decision. *Russian Journal of Agricultural and Socio-Economic Sciences*, 86(2), 33–39. <https://doi.org/10.18551/rjoas.2019-02.06>
- Bayu, D. K., Ningsih, G. M., & Windiana, L. (2020). The Effect of Halal Labeling, Brands, and Prices on Purchasing Decisions to the Chatime Drinks. *Jurnal Sosial Ekonomi Pertanian*, 16(3), 239–256.
- Bhatnagar, A., Jaiswal, N., & Lal, P. R. (2020). Protein Supplements Intake by Recreational Gymnasium Users- A Review. *International Journal of Health Sciences and Research (Www.Ijhsr.Org)*, 10(December), 164. www.ijhsr.org
- Bilgies, A. F. (2016). Peran Kualitas Produk, Harga Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Billagio Skincare Clinic Sidoarjo. *Ekonika : Jurnal Ekonomi Universitas Kadir*, 1(1), 78–90.
<https://doi.org/10.30737/ekonika.v1i1.7>
- Brivio, F., Vigano, A., Paterna, A., Palena, N., & Greco, A. (2023). *The Use of “Lifestyle” in Health Psychology*. <https://encyclopedia.pub/entry/41967>
- Choudhury, N. R. (2024). *Protein Powder Market Snapshot (2024 to 2034)*. Future Market Insights.
<https://www.futuremarketinsights.com/reports/protein-powder-market>
- Dwiputra, M. (2023). THE INFLUENCE OF PRODUCT QUALITY, PRICE AND E-WOM ON THE PURCHASE DECISION. *JOURNAL SYNTAX IDEA*, 5(9). <https://doi.org/10.46799/syntax-idea.v5i7.2416>
- Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation an Analysis of the Factors That Influence Travelers’ Adoption of Information from Online Reviews. *Journal of Travel Research*, 53(1), 44–57.
<https://doi.org/10.1177/0047287513481274>
- Géci, A., Krivošíková, A., Nagyová, L., & Cagaňová, D. (2020). The influence of lifestyle on consumer behavior and decision making in research aimed at protein bars. *Potravinárstvo Slovak Journal of Food Sciences*, 14(October 2019), 318–327. <https://doi.org/10.5219/1231>
- Geovanca, C., Gabriel, M., & Ariwati, S. (2023). *The Effect of Product Development, Health Consciousness on Purchase Intention and Decision*. 467–477. <https://doi.org/10.46254/na07.20220149>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep teknik Aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (2nd ed.). Undip press. <https://mylibrary.umy.ac.id/koleksi/view/56339/Partial-Least-Squares-Konsep-teknik-Aplikasi-menggunakan-program-SmartPLS-3.0-untuk-penelitian-empiris>

- Ginting, M. F. S., Ritonga, H. M., & Lubis, H. (2022). The Influence Of Product Quality, Price And Service Quality On Consumer Satisfaction (Coffeetree Case Study In Medan). *International Journal of Economic, Technology and Social Sciences (Injects)*, 3(2), 199–204.
<https://doi.org/10.53695/injects.v3i2.740>
- GrandViewResearch. (2023). *GVR Report coverProtein Supplements Market Size, Share & Trends Report Protein Supplements Market Size, Share & Trends Analysis Report By Product (Protein Powders, Protein Bars), By Distribution Channel (Supermarkets, Online), By Application, By Source, B.*
<https://doi.org/GVR-1-68038-694-3>
- Hair, J. F., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling. In *Sage Pub.* SAGE Publishing. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer Nature. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Ringle, C. M., Sarstedt, M., & Hult, G. T. M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publishing.
https://www.researchgate.net/publication/354331182_A_Primer_on_Partial_Least_Squares_Structural_Equation_Modeling_PLS-SEM
- Hardoko, H. (2020). Pengaruh e-WOM (Electronic Word of Mouth) Terhadap Keputusan Pembelian online di Daerah Istimewa Yogyakarta. *Kajian Ekonomi Dan Bisnis*, 15(1). <https://doi.org/10.51277/keb.v15i1.64>
- Hasan, G., & De Utami, N. A. (2024). The Influence of Product Quality, Price, Promotion, Lifestyle, and E-WOM On Purchase Decision of Thrift Apparel Mediated by Purchase Intention. *International Journal of Social Science Humanity & Management Research*, 3(02), 185–195.
<https://doi.org/10.58806/ijsshmr.2024.v3i2n03>
- 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*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Hidayat, T. (2020). Analisis Pengaruh Produk, Harga, Promosi, Dan Lokasi Terhadap Keputusan Pembelian rumah makan Koki Jody di Magelang. *Jurnal Ilmu Manajemem*, 17(2), 95–105.
- Huang, Z., Zhu, Y. D., Deng, J., & Wang, C. L. (2022). Marketing Healthy Diets: The Impact of Health Consciousness on Chinese Consumers' Food Choices. *Sustainability (Switzerland)*, 14(4), 1–11.
<https://doi.org/10.3390/su14042059>
- I-CON Nutrition*. (2024). <https://iconnutrition.id/>
- 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).
<https://doi.org/10.1088/1755-1315/469/1/012109>
- Jarchlo, A. I., & King, L. L. (2022). *Survey of consumer perceptions of alternative, or novel, sources of protein*. 5, 12–13.
<https://doi.org/https://doi.org/10.46756/sci.fsa.ncn554>
- Jiang, W., Zhao, Y., Wu, X., Du, Y., & Zhou, W. (2023). Health inequalities of global protein-energy malnutrition from 1990 to 2019 and forecast prevalence for 2044: data from the Global Burden of Disease Study 2019. *Public Health*, 225, 102–109. <https://doi.org/10.1016/j.puhe.2023.10.003>
- Juhro, S. M., & Iyke, B. N. (2020). Consumer confidence and consumption expenditure in Indonesia. *Economic Modelling*, 89, 367–377.
<https://doi.org/10.1016/j.econmod.2019.11.001>
- Kock, N. (2014). Advanced Mediating Effects Tests, Multi-Group Analyses, and Measurement Model Assessments in PLS-Based SEM. *International Journal of E-Collaboration*, 10(1), 1–13. <https://doi.org/10.4018/ijec.2014010101>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kotler, P. T., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). Pearson. <https://www.pearson.com/se/Nordics-Higher-Education/subject-catalogue/marketing/Principles-of-Marketing-Kotler-Armstrong-18th-edition.html>
- Kuncoro, H. A. D. P., & Kusumawati, N. (2021). a Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decision of Sleeping Product in Generation Z. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 265–276. <https://doi.org/10.35631/aijbes.39018>
- Kusumaradya, N., Wagiman, & Purwadi, D. (2021). Service quality and brand image influence on the purchase decision of coffee shop products in Yogyakarta. *IOP Conference Series: Earth and Environmental Science*, 828(1). <https://doi.org/10.1088/1755-1315/828/1/012060>
- Liu, H., Shaalan, A., & Jayawardhena, C. (2022). The Impact of Electronic Word-of-Mouth (eWOM) on Consumer Behaviours. *The SAGE Handbook of Digital Marketing, August*, 136–158.
<https://doi.org/10.4135/9781529782509.n9>
- Lubis, S. A., Lie, D., Butarbutar, M., & Inrawan, A. (2017). PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA PT LOVELY HOLIDAYS TOUR AND TRAVEL CABANG PEMATANGSIANTAR. *Maker*, 3(1), 31–39.
<https://doi.org/https://dx.doi.org/10.37403/maker.v3i1.54>
- Mayasari, N. R., Ho, D. K. N., Lundy, D. J., Skalny, A. V., Tinkov, A. A., Teng, I. C., Wu, M. C., Faradina, A., Mohammed, A. Z. M., Park, J. M., Ngu, Y. J., Aliné, S., Shofia, N. M., & Chang, J. S. (2020). Impacts of the COVID-19 pandemic on food security and diet-related lifestyle behaviors: An analytical study of google trends-based query volumes. *Nutrients*, 12(10), 1–12.
<https://doi.org/10.3390/nu12103103>

- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). Pls-Sem Statistical Programs: a Review. *Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. [https://doi.org/10.47263/JASEM.5\(1\)06](https://doi.org/10.47263/JASEM.5(1)06)
- Mordor Intelligence. (2024). *Whey Protein Market in Indonesia Size & Share Analysis - Growth Trends & Forecasts (2024 - 2029)*. <https://www.mordorintelligence.com/industry-reports/indonesia-whey-protein-market>
- Novia, M. A., Semmaila, B., & Imaduddin. (2020). Pengaruh Kualitas Layanan Dan Kualitas Produk Terhadap Kepuasan Nasabah. *Tata Kelola*, 7(2), 201–212. <https://doi.org/https://doi.org/10.52103/tatakelola.v7i2.174>
- Padmawati, N. M., & Suasana, I. G. A. K. G. (2020). Peran Kepercayaan Merek Dalam Memediasi Pengaruh E-Wom Terhadap Keputusan Pembelian Produk Chatime Di Bali. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2621–2641. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p08>
- Pandey, R., Reddy, L. S., Chaudary, V., Widyawati, V. T., Sin, L. G., Bin Mohd Ghazali, M. K. A., Kee, D. M. H., Bin Ibrahim, M. F., Bin Ahmad Fadzeil, M. Z., & Binti Mohamed, N. A. (2021). Analysis the Effect of Product Quality and Price on Purchase Decision (Case Study of Adidas India, Indonesia, and Malaysia). *International Journal of Accounting & Finance in Asia Pasific*, 4(1), 71–85. <https://doi.org/10.32535/ijafap.v4i1.1034>
- Pandiangan, S. M. T., Octiva, C. S., Yusuf, M., Suryani, & Sesario, R. (2022). THE ROLE OF DIGITAL MARKETING IN INCREASING SALES TURNOVER FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *Jurnal Pengabdian Mandiri (JPM)*, 1(12). <http://bajangjournal.com/index.php/JPM>
- Panigoro, A., Fernandus W, A., & Mustofa, M. (2016). *Lifestyle Influences on Purchase Decisions and Membership*. 15, 390–393. <https://doi.org/10.2991/gcbme-16.2016.70>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, 37(4), 372–385. <https://doi.org/10.1108/MIP-02-2018-0070>
- Priansa, D. J. (2017). *Perilaku konsumen dalam persaingan bisnis kontemporer* (1st ed.). Alfabeta. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=22219>
- Prihartono. (2021). Determination of Purchase Decision: Product Quality, Price and Place (Literature Review). *Dinasti International Journal of Economics, Finance & Accounting*, 2(3), 357–365. <https://doi.org/10.38035/dijefa.v2i3.1365>
- Purwanti, L., Nuzula Agustin, I., Lestari, M., & Nur Arafah, N. (2023). Analisa Pengaruh Promotion, Price, Brand Image, E-Wom, Product Quality Terhadap Purchase Decision Pada Konsumen Chatime Kota Batam. *Jurnal EK&BI*, 6(1), 2620–7443. <https://doi.org/10.37600/ekbi.v6i1.798>
- Putra, I. G. B. N. P., Maharani, I. A. D. P., & Soraya, D. (2021). *Kewirausahaan* (1st ed.). NILACAKRA. https://books.google.co.id/books?id=v1FEEAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in selangor,

- malaysia. *Management Science Letters*, 9(9), 1341–1348.
<https://doi.org/10.5267/j.msl.2019.5.016>
- Ramadhan, N. S., Cempaka, L., & David, W. (2024). A Healthy Lifestyle and Purchase Intention on Food Claims. *Journal of Functional Food and Nutraceutical*, 5(1), 53–66. <https://doi.org/10.33555/jffn.v5i2.120>
- Rengthian, K., Kaewprajam, S., Chomchark, P., & Hongchindaket, A. (2021). Marketing Mix Factors Affecting the Decision to Purchase Whey Protein Supplements Products in Bangkok. *2021 6th International Conference on Business and Industrial Research (ICBIR)*, 37–40.
<https://doi.org/https://doi.org/10.1109/ICBIR52339.2021.9465878>
- Rodkaew, P., & Wiroonrath, S. (2019). BUSINESS COMPETITIVENESS FOR THAI WHEY PROTEIN SUPPLEMENT PRODUCTS OF THE WHEY PROTEIN BUSINESS IN CHONBURI. *Journal of Global Business Review*, 21(2), 6–22.
- Rufaidah, E. (2022). How Product Quality, Price and Service Quality Impact Customer Satisfaction? Case Study at Son Hajisony Meatball. *Economic Education and Entrepreneurship Journal*, 5(1), 23–34.
<https://doi.org/10.23960/e3j/v5i1.23-34>
- Sánchez Romero, A. M., & Ladwein, R. (2023). Understanding the role of health consciousness in the consumption of plant-based meat alternatives: a sequential mediation model. *Journal of Sustainable Marketing*, X(X), 1–21.
<https://doi.org/10.51300/jsm-2023-110>
- Sari, Y. W., Widyanani, Sanders, J. P. M., & Heeres, H. J. (2021). The protein challenge: matching future demand and supply in Indonesia. *Biofuels*, 15.
<https://doi.org/https://doi.org/10.1002/bbb.2176>
- Sarstedt, M., Hair, J. F., Pick, M., Liengard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology and Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Handbook of Market Research. In *Handbook of Market Research* (Issue September).
<https://doi.org/10.1007/978-3-319-05542-8>
- Schiano, A. N., Gerard, P. D., & Drake, M. A. (2021). Consumer perception of dried dairy ingredients: Healthy, natural, and sustainable? *Journal of Dairy Science*, 104(12), 12427–12442. <https://doi.org/10.3168/jds.2021-20589>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach, 7th Edition*. Wiley & Sons. <https://www.wiley.com/en-us/Research+Methods+For+Business%3A+A+Skill+Building+Approach%2C+7th+Edition-p-9781119266846>
- Shahbandeh, M. (2024). *Protein products market - statistics & facts*. Statista.
<https://www.statista.com/topics/4232/protein-market/#editorsPicks>
- Sijabat, R. (2020). Analysis of e-government services: A study of the adoption of electronic tax filing in Indonesia. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 23(3), 179–197. <https://doi.org/10.22146/jsp.52770>
- Silaban, S. E., Elisabeth, E., & Sagala, R. (2019). Pengaruh Promosi, Harga Dan Inovasi Produk Terhadap Keputusan Pembelian Pada Kentucky Fried Chicken (Kfc) Simpang Mataram Medan. *Jurnal Riset Akuntansi & Keuangan*, 5(2), 209–228. <https://doi.org/10.54367/jrak.v5i2.534>

- Soenawan, A. D., Malonda, E. S., & Aprilia, A. (2015). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian Konsumen D'Stupid Baker Spazio Graha Family Surabaya. *Jurnal Hospitality Dan Manajemen Jasa*, 3(2), 395–409.
https://scholar.google.co.id/citations?view_op=view_citation&hl=id&user=rIkmcTIAAAAJ&citation_for_view=rIkmcTIAAAAJ:roLk4NBRz8UC
- Sugiyono. (2015). *Metode penelitian pendidikan : Pendekatan kuantitatif, kualitatif, dan R&D* (21st ed.). Alfabeta. <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=20670>
- Suleman, D., Saputra, F., Martias, A., Rohimah, L., Titin Herawaty, M., & Pradikta Rulando, R. (2022). The Effect Of Product Quality And Promotion On Customer Purchase Decisions Of Pizza Hut Restaurant In The City Of Tangerang Selatan With Price As Intervening Variable. *International Journal Of Social And Management Studies (Ijosmas)*, 3(6), 64–70.
www.topbrand-award.com
- Suliyanto. (2018). *Metode Penelitian Bisnis : Untuk Skripsi, Tesis, Dan Disertasi / Penulis* (A. Cristian (Ed.)). ANDI.
- Taufik, E. R. (2023). Purchase Decision Analysis Through Price and Product Quality. *International Journal of Social Science*, 1(3), 337–344.
<https://doi.org/10.53625/ijss.v1i3.5612>
- Tecoalu, M., Tj, H. W., & Ferdian, F. (2021). Effect of Price Perception and Brand Awareness on Service Quality Mediated By Purchasing Decisions. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(4), 183–195.
<https://doi.org/10.51715/husocpument.v1i4.127>
- Tjiptono, F. (2020). *Strategi Pemasaran, Prinsip Dan Penerapan* (i). ANDI.
<https://andipublisher.com/produk/detail/strategi-pemasaran-prinsip-dan-penerapan>
- Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima* (4th ed.). ANDI.
https://books.google.co.id/books/about/SERVICE_MANAGEMENT.html?id=6n6REAAQBAJ&redir_esc=y
- Tjiptono, F., & Chandra, G. (2019). *Service, Quality Dan Customer Satisfaction Edisi 5* (5th ed.). ANDI. <https://andipublisher.com/produk/detail/service-quality-dan-customer-satisfaction-edisi-5>
- Tran, T. A., Pham, N. T., Van Pham, K., & Nguyen, L. C. T. (2020). The roles of health consciousness and service quality toward customer purchase decision. *Journal of Asian Finance, Economics and Business*, 7(8), 345–351.
<https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.345>
- Vasan, M. (2018). EFFECT OF ENVIRONMENT CONCERN AND HEALTH CONSCIOUSNESS OF CONSUMERS ON PURCHASE INTENTION OF GREEN PRODUCTS : A PATH ANALYTIC APPROACH 2 . Literature Review Analysis and Results Factors Influencing Attitude of Consumers towards Green Products. *International Journal of Pure and Applied Mathematics*, 119(15), 2215–2220.
- Voravudhi, N., Srinuan, C., & Suwannamek, O. (2016). *RELATIONSHIP BETWEEN MARKETING MIX OF WHEY PROTEIN AND CONSUMER BUYING DECISION IN BANGKOK*. November, 22–25.

- Wangsa, I. N. W., Rahanatha, G. B., Yasa, N. N. K., & Dana, I. M. (2022). The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City). *European Journal of Business and Management Research*, 7(2), 176–182.
<https://doi.org/10.24018/ejbmr.2022.7.2.1353>
- Weber, J., & Randall, C. (2018). For Better Retail Promotions, Ask These Questions. In *Harvard Business Review*. <https://hbr.org/2018/11/for-better-retail-promotions-ask-these-questions>
- Wicaksono, N. J. S., & Sutanto, J. . (2022). The Impact Of Product Variation, Product Quality, And Service Quality On Purchase Decision Of Pandaraman Coffee In South Tapanuli Region. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 573–580.
<https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Widiyanto, N. E., Pono, M., & Alamszah, N. (2023). Effect of Marketing Strategy and Service Quality on Product Purchasing Decisions. *International Journal of Multidisciplinary Approach Research and Science*, 1(02), 263–272.
<https://doi.org/10.59653/ijmars.v1i02.128>
- Yoeliastuti, Y., Darlin, E., & Sugiyanto, E. (2021). PENGARUH CITRA MEREK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MELALUI APLIKASI PENJUALAN ONLINE SHOPEE. *JURNAL LENTERA BISNIS*, 10(2).
<https://doi.org/https://doi.org/10.34127/jrlab.v10i2.425>
- Yusup, F. (2018). Tingkat Pengetahuan Pelatih Bola Voli Tentang Program Latihan Mental Di Kabupaten Sleman Yogyakarta. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23.
<https://doi.org/https://doi.org/10.18592/tarbiyah.v7i1.2100>