

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Process*, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Arifin, S., Rifqy Roosdhani, M., Komaryatin, N., & Huda, N. (2023). The purchase intention of Korean noodles in the millennial Moslem. *Proceeding 3rd International Conference on Business & Social Sciences (ICOBUSS)*, 530–539.
- Basri, Y., & Kurniawati, F. (2019). Effect of Religiosity and Halal Awareness on Purchase Intention Moderated by Halal Certification. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v3i26.5403>
- Firmansyah, M., Mu'ammal, I., & Yuli, S. B. C. (2023). Atribut Halal Dan Atribut Produk Yang Mempengaruhi Niat Beli Produk Halal Di Kota Malang. *At-Tadbir : Jurnal Ilmiah Manajemen*, 7(1), 79. <https://doi.org/10.31602/atd.v7i1.9456>
- Glock, C., & Rodney, R. (1970). *American Piety: The Nature of Religious Commitment*. University of California Press.
- Ghozali, I (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. adan Penerbit Universitas Diponegoro.
- Karimah, N., & Darwanto, D. (2021). Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 3(2), 177–191. <https://doi.org/10.47467/alkharaj.v3i2.319>
- Kotler, P., & Keller, K. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lazuardy, I., & Asyhari. (2019). Peran halal product knowledge, ideology religiosity, dan halal product quality terhadap halal food purchase intention melalui peningkatan attitude toward halal food. *Proceedings of the 6th NCAB (National Conference on Applied Business)*.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). The Influence of Attitude, Knowledge and Quality on Purchase Intention towards Halal Food: A Case Study of Young Non-Muslim Consumers in Thailand. *IRA-International Journal of Management & Social Sciences (ISSN 2455-2267)*, 6(3), 354. <https://doi.org/10.21013/jmss.v6.n3.p3>
- McGowan, P., Redeker, C. L., Cooper, S. Y., & Greenan, K. (2012). Female entrepreneurship and the management of business and domestic roles: Motivations, expectations and realities. *Entrepreneurship and Regional Development*, 24(1–2), 53–72. <https://doi.org/10.1080/08985626.2012.637351>
- Öztürk, A. (2022). The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention. *Business and Economics Research Journal*, 13(1), 127–141.

- <https://doi.org/10.20409/berj.2022.365>
- Prasartika, B., & Repi, A. A. (2021). Gambaran work-life balance pada mompreneur. *Jurnal Experientia*, 9(2), 112-125.
- Rahman, R. A., Zahari, M. S. M., Hanafiah, M. H., & Mamat, M. N. (2021). Effect of Halal Food Knowledge and Trust on Muslim Consumer Purchase Behavior of Syubhah Semi-Processed Food Products. *Journal of Food Products Marketing*, 27(6), 319–330. <https://doi.org/10.1080/10454446.2021.1994079>
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sukmawati, N., & Ekasasi, S. (2020). Pengaruh Gaya Hidup, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Produk Makanan Sehat Soyjoy. *Cakrawala Bisnis*, 1(1). <http://journal.stimykpn.ac.id/index.php/cb>
- Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1860385>
- Tjiptono, F. (2012). *Strategi Pemasaran*. Andi Publisher.
- Wibowo, M. W., Putri, A. L. S., Hanafiah, A., Permana, D., & Sh Ahmad, F. (2022). How education level polarizes halal food purchase decision of Indonesian millennials. *Journal of Islamic Marketing*, 13(12), 2582–2610. <https://doi.org/10.1108/JIMA-10-2020-0323>
- Widad, S., & Asih, D. (2024). The Effect of Religiosity, Halal Certificate, Halal Awareness, on Purchasing Intention with Mediated Attitude Variables (Study on Holland Bakery). *Dinasti International Journal of Digital Business And Management (DIJDBM)*, 5, 167–176.