

DAFTAR PUSTAKA

- Pakistan's Halal Food Sector. *Management Research Review*, Vol 38(6), 640-660.
- Borin. (2013). The Effect Of Store Name, Brand Name and Price Discounts On Consumer's Evaluations and Purchase Intentions. *Journal Of Retailing*, Vol 74 (3), 331-352.
- Boyz. Alex Timur & Labellapansa Ause. (2016). Sistem Pakar Diagnosa Dini Defisiensi Vitamin dan Mineral. *Jurnal Informatika*, Vol 10 (1).
- Chung J. E. et al. (2012). Predicting Chinese Consumer's Purchase Intentions For Imported Soy-Based Dietary Supplements. *British Food Journal*, Vol 114 (1), 143-162.
- Dharmayanti. et al. (2013). Analisis Pengaruh Store Name, Brand Name, dan Price Discounts Terhadap Purchase Intention Konsumen Infinite Tunjangan Plaza. *Jurnal Strategi Pemasaran*, Vol 1(1).
- Hawkin, D. I & Mothersbough, D.I (2014). *Consumer Behaviour*. New York: McGraw-Hill.
- Imran. H. A. (2017). Peran Sampling dan Distribusi Data Dalam Penelitian Komunikasi Pendekatan Kuantitatif. *Jurnal Studi Komunikasi dan Media*, Vol 21 (1), 111-126.
- Kartajaya. H. (2005). *Markplus On Strategy*. Gramedia Pustaka Utama.
- Kontur. R. (2009). *Metode Penelitian Untuk Penulisan Skripsi dan Tesis*. Jakarta: Percetakan Buana Printing.
- Kotler. P., & Keller. K.L. (2014). *Marketing Management*. Harlow: Person Education Limited.
- Lestari, Y. & Suryawardahna, E. (2012). Analisis Pengaruh Persepsi Harga , Persepsi Kualitas, Promosi, dan Merek Terhadap Minat Beli Konsumen (Studi Kasus Produk-Produk OTC PT Merck, Tbk Pada Konsumen ADA Swalayan Setiabudi Semarang). *Dinamika Manajemen*, Vol 1 (5), 21-36.
- Malhotra, Naresh. K. (2014). *Marketing Research*. Georgia Institute Of Technology: Person Education Limited.
- Mandalina. (2012). Analisa Sikap Konsumen Terhadap Pembelian Jamu Pegal Linu Merek Jamu Jago di Kota Semarang. *Universitas Diponegoro*.
- Mirabi. V. et al. (2015). A Study Of Factors Affecting On Consumers Purchase Intention Case Study: The Agencies Of Bono Brand Tile in Tehran. *Journal Of Multidisciplinary Engineering Science and Technology (JMEST)*, Vol 2 (1).
- NST. M.F.R & Yasin. H. (2014). Pengaruh Promosi dan Harga Terhadap Minat Beli Perumahan Obama PT Nailah Adi Kurnia SEI Mencirim Medan. *Jurnal Manajemen dan Bisnis*, Vol 14 (2).
- Ramdani M. (2007). Konsumsi Suplemen Makanan dan Faktor-Faktor yang Berhubungan Pada Remaja SMA Islam Al-Azhar 3 Jakarta Selatan Tahun 2005. *Jurnal Kesehatan Masyarakat*, Vol 1 (2).
- Saini, S. & Hasan, N. (2018). A Survey Of Multivitamin Supplement Knowledge, attitude, and use in the urban community of bikaner, rajasthan. *Journal Of health and research*.
- Saputri. S. M & Kurniawati (2015). Pengaruh Perceived Quality and Perceived Value Terhadap Purchase Intention. *Seminar Nasional Cendekiawan*.

- Sekaran, U. & Bougie, R. (2009). *Research Methods Fpr Business*. West Sussex: Willey.
- Siregar, S. (2013). *Metode Penelitian Kuantitatif*. Jakarta: PT Fajar Interpratama Mandiri.
- Statistik Indonesia 2017*. Badan Pusat Statistik: CV Dharmaputra.
- Studi Pemasaran Produk Farmasi 2016*. Mars Research Specialist.
- Tiana, V. (2006). Macam-macam Vitamin dan Fungsinya Dalam Tubuh Manusia. *Jurnal Kesehatan Masyarakat*, Vol 1 (1).
- Utami, A.P & Juniarsana, I. (2013). Gambaran Tingkat Pengetahuan dan Tingkat Konsumsi Vitamin (A, C, E) Pada Ibu-Ibu yang Mengkonsumsi Suplemen di Lala Studio. *Jurnal Skala Husada*, Vol 10 (2), 159-166.
- Uyanto. (2006). *Pedoman Analisis Data Dengan SPSS Yogyakarta*. Yogyakarta: Graha Ilmu.
- Vantamay. (2007). Understanding Of Perceived Quality. *Bangkok University*, http://www.bu.ac.th/knowledgecenter/jan_june2007/sompholpdf.
- Vioya, A. (2010). Tahapan Perkembangan Kawasan Metropolitan Jakarta. *Jurnal Perencanaan Wilayah dan Kota Jakarta*, Vol 21 (3), 215-226.
- Yang, et al. (2009). The Impact Of Brand Awareness On Consumer Purchase Intention: The Mediating Effect Of Perceived Value Quality and Brand Loyalty. *The Journal Of International Management Studies*, Vol 4 (1).
- Yansen, et al. (2011). Impact Of Brand Awareness, Perceived Quality and Consumer Loyalty on Brand Profitability and Purchase Intention A Reseller's View. *Journal Of Contemporary Research in Business*, Vol 3 (8).
- Zeithaml, V. A. (1998). Consumer Perceptions Of Price, Quality, and Value: A Means-End Model and SYnthesis Of Evidence . *Journal Of Marketing*, Vol 52 (3), 2-22.
- Zhou, et al. (2012). Private Label Drugs In China: The Consumer Persepctive. *International Journal Of Pharmaceutical and Healthcare Marketing*, Vol 6 (2), 124-139.