

REFERENCES

- Abdul Shukor, S. and Jamal, A. (2013). Developing Scales for Measuring Religiosity in the Context of Consumer Research. *Middle-East Journal of Scientific Research* 13 (Research in Contemporary Islamic Finance and Wealth Management), 69-74.
- Ali, N. & Wawang, A., 2012. Thai Halal Food Products and International Market” Karistad Business School. *Journal of Karistad Business School, Vol. 1, No. 1*, pp. 1-36.
- Ambali, A. R. & Bakar, A. N., 2012. People’s Awareness on Halal Foods and Products: Potential Issues for Policy-Makers. *Pricedia-Social and Behavioral Sciences, Vol. 121*, pp. 3-25.
- Amirullah. (2002). *Perilaku Konsumen*. Yogyakarta: Graha Ilmu.
- Arinilhaq, N., 2017. Purchase Intention on Halal Culinary Fast Food in Yogyakarta. *Hyrbak Ekonomi & Studi Pembangunan, Vol. 18, No. 2*, pp. 116-123.
- Armstrong, K. P., 2012. *Principle of Marketing*. New York: Pearson Education.
- Arsyam, I., 2018. *Mie Smyang Mengandung Babi*. [Online] Available at: <http://makassar.tribunnews.com/2017/06/18/mie-samyang-mengandung-babi?page=2>.
- Ashraf, S., Hafeez, M. H., Yaseen, A. & Hasnain, A., 2017. Do they care what they believe? exploring the impact of religiosity on intention to purchase luxury products. *Pakistan Journal of Commerce and Social Science, Vol 11, No.2*, pp. 428-447.
- Ayuniyyah, Q., Hafidhuddin, D. & Hambari, 2018. Factors affecting consumers' decision in purchasing MUI Halal-Certified Food Products. *Tazkia Islamic Finance and Business Review, Vol. 10, No. 2*, pp. 122-143.
- Aziz, Y. A. & Chock, N. V., 2013. The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: a structural equation modeling approach. *Journal of International Food & Agribusiness Marketing, Vol. 25, No. 1*, pp. 1-23.
- Baroroh, A., 2008. *Trik-Trik Analisis Statistik dengan SPSS*. Jakarta: Elex Media Komputindo.
- Dharmmesta, Basu Swastha., Handoko, T. Hani. 2012. *Manajemen Pemasaran Analisis Perilaku Konsumen*. Edisi Pertama. BPFE, Yogyakarta.
- Djarmiko, T. & Pradana, R., 2016. Brand image and product price. its impact for Samsung Smartphone Purchasing Decision. *Procedia- Social and Behavioral Science, Vol. 219*, pp. 221-227.
- Engle, J., Blackwell, R. & Miniard, P., 1995. *Consumer Behavior*. 8th Ed ed. Orlando: The Dryden Press.

- Fam, K. S., Waller, D. S. & Erdogan, B. Z., 2004. The influence of religion on attitudes toward the advertising of controversial products. *European Journal of Marketing*, Vol 38, No. 5, pp. 537-555.
- Ghozali, I., 2016. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Golnaz, R., Zainalabidin, M., Mad Nasir, S. & Eddie, C. F. C., 2010. Non-Muslims awareness of Halal principles and related food product in Malaysia. *International Food Research*, Vol 17, pp. 667-674.
- Hair, J. F., Anderson, R. R., Tatham, R. L. & Black, W. C., 1998. *Multivariate Data Analysis*. Fifth Edition ed. New Jersey: Prentice Hall.
- Kahle, L.R., Kau, A.K., Tambyah, S.K., Jun, S.J., & Jung, K. (2005). Religion, religiosity, and values: Implications for consumer behavior. Paper Presented at the Australian and New Zealand Marketing Academy Conference
- Khraim, H. (2010). Measuring Religiosity in Consumer Research from Islamic Perspective. *International Journal of Marketing Studies*, 2(2): 166-179.
- Khraim, H. (2010). Measuring religiosity in consumer research from an Islamic perspective. *Journal of Economic & Administrative Sciences*, 26, 52-78.
- Kotler, P., 1995. *Marketing Management*. Engewood Cliffs, New Jersey: Prentice Hall.
- Kotler, Philip dan Keller, 2007, *Manajemen Pemasaran*, Vol. 1, 12th Edition, PT. Indeks, Jakarta
- Lau, T. C., Peng, T. L. & Choe, K. L., 2013. The moderating effect of religiosity in the relationship between money ethics and tax evasion. *published by Canadian Center of Science and Education*, Vol. 9, No. 11, pp. 213-220.
- Machali, M. b. M., Abdullah, H. R. b. & Razak, A. L. b. A., 2013. The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: a study at higher education institutions in Brunei Darussalam. *ResearchGate*, pp. 1-12.
- Machali, M., Abdullah, H. R. & Razak, A. L., 2013. The effect of halal foods awareness on purchase decision with religiosity as a moderating variable a study at higher education institutions in Brunei Darussalam. *Journal of Science and Education*, pp. 1-23.
- Mathew, V. N., Raudah, A. M. & Nurazizah, S., 2014. Acceptance on Halal Food among non-Muslim Consumers. *Procedia-Social and Behavioral Science*, Vol. 121, pp. 262-271.
- Minton, E., Kahle, L. R. & Kim, C. -H., 2015. Religion and motives for sustainable behavior: A cross-cultural comparison and contrast. *Journal of Business Research*, Vol. 68, No. 9, pp. 1-8.
- Mohd Nasir, Azah Norman, Shukor Fauzi and Masliyana Azmi. (2011). An RFID-Validation System for Halal Food. *The International Arab Journal of Information Technology*, 8(2): 204-211.

- Mokhlis, S. (2008). Consumer religiosity and the importance of store attributes. *The journal of Human Resource and Adult Learning*, 4, 122-133.
- Mokhlis, S. (2009). Relevancy and Measurement of Religiosity in Consumer Behavior Research. *International Business Research*, 2(3): 75-84.
- Momtaz, Y. A., Yahya, N. & Ibrahim, R., 2011. Moderating effect of religiosity in the relationship between social isolation and psychological well-being. *Mental Helath, Religion, & Culture, Vol. 14, No. 2*, pp. 141-156.
- Nazlida Muhamad and Mizerski, D. (2010). The Constructs Mediating Influence on Buyers and Consumers, *Journal of Islamic Marketing*, 1(2): 124-135.
- Nizam, A. A., 2011. *Perception and Awareness Among Food Manufacturers and Marketers on Halal Food in Klang Valley*. Klang Valley: Universiti Putra Malaysia.
- Nora, L. & Minarti, N. S., 2016. The role of religiosity, lifestyle, attitude as determinant purchase intention. *International Multidisciplinacry Confrence*, pp. 135-148.
- Nurchahyo, A. & Hudrasyah, H., 2017. The influence of Halal Awareness, Halal Certification, and Personal Societal Perception Toward Purchase Intention: A Study of Instant Noodle Consumption of College Student in Bandung. *Journal of Business and Management, Vol. 6, No. 1*, pp. 21-31.
- Nurrulhidayah A. Fadzlillah, Yaakob B. Che Man, Mohammad Aizat Jamaludin, Suhaimi Ab. Rahmad and Hassan A. Al-Kahtani (2011). Halal Food Issues from Islamic and Modern Science Perspectives, 2 nd International Conference on Humanities, Historical and Social Sciences ICPEDR 17, IACSIT Press, Singapore
- Othman, B., Shaarani, S. & Bahron, A., 2016. The effect of halal requirement practices on organization performance among food manufactures in Malaysia. *International Academic Confrence*, pp. 1-18.
- Peter, Paul J. and Jerry C. Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Translated by Diah Tantri Dwiandani. Vol. 1 Ed. 9. Jakarta: Salemba Empat.
- Sateemae, S., Monem, T. A. & Sateemae, M., 2015. Religiosity and Social Problems among Muslim Adolescents in Southern Thailand. *Journal of Muslim Mental Health, VOL. 9, No. 2*, pp. 3-24.
- Schiffman, L. K. & Kanuk, L. L., 2010. *Consumer Behavior*. New Jersey: Pearson Prentice Hall.
- Sekaran, U., 2017. *Research Methods for Business*. Jakarta: Salemba Empat.
- Shahidan Shafie and Md Nor Othman. (2006). Halal Certification: International Marketing Issues and Challenges. Paper presented at IFSAM VIII World Congress 2006, September 28–30, Berlin, Germany. Retrieved November
- Soesilowati, E. S., 2010. Business Opportunities for Halal Products in the Global Market: Muslim Consumer Behavior and Halal Food Consumption. *Journal of Indonesian Social Sciencies and Humanities, Vol. 3*, pp. 151-160.

- Sugiyono, 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Cetakan ke-25 ed. Bandung: Alfabeta.
- Teimourpour, N., Hanzae & Heidarzadeh, K., 2011. The impact of culture on luxury consumption behavior among Iranian consumers. *Journal of Islamic Marketing*, Vol. 12, No. 3, pp. 309-329.
- Temporal, P. (2011). *Islamic Branding and Marketing: Creating a Global Islamic Business*, John Wiley & Sons (Asia) Pte. Ltd, Singapore.
- Wilson, J. A. J., and Liu, J. (2010). Shaping the Halal into a Brand? *Journal of Islamic Marketing*, 1(2): 107-123.
- Worthington, E. L., Wade, N. G., Hight, T. L., McCullough, M. E., Berry, J. T. , Ripley, J. S., Berry, J. W., Schmidt, M. M. and Bursley, K. H. (2003). The Religious Commitment Inventory-10: Development, Refinement and Validation of a Brief Scale for Research and Counseling, *Journal of Counseling Psychology*, 50(1): 84-96.