

DAFTAR PUSTAKA

- Ali, Hasanuddin & Purwandi, Lilik. 2017. *Milenial Nusantara*. Jakarta: PT Gramedia Pustaka Utama
- Anang, Firmansyah. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish Publisher
- Anggraini, D. F. 2022. *Pengaruh Pengalaman Pembelian, Kesadaran Lingkungan dan Sikap Ramah Lingkungan Terhadap Minat Beli Produk Perawatan Kulit Ramah Lingkungan Innisfree*. 8.5.2017, 2003–2005.
- Amin, Nur F., Garancang S., & Abunawas, K. 2023. *Konsep Umum Populasi dan Sampel dalam Penelitian*. Jurnal Kajian Islam Kontemporer Vol. 14, No. 1. p-ISSN: 1978-5119; e-ISSN: 2776-3005.
- Arikunto, S. 2018. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Astawan, M. 2008. *Khasiat Makanan Mentah Raw Food Diet*. Jakarta: Gramedia.
- Badan Pusat Statistik. 2020. *Hasil Sensus Penduduk 2020*. Berita Resmi Statistik No. 7/01/Th XXIV, 21 Januari 2021.
- Basha, M. B., Mason, C., Shamsudin, Mohd. F., Hussain, H. I., & Salem, M. A. 2015. *Consumer Attitude Towards Organic Food*. Elsevier Procedia Economic and Finance Vol. 31 Pages 444-452
- Baundry, J., Pointereau, P., Seconda, L., Vidal, R., Taupier-Letage, B., Langevin, B., Allès, B., Galan, P., Hercberg, S. & Amiot, M.-J. 2019. *Improvement of Diet Sustainability with Increased Level of Organic Food in the Diet*. BioNutriNet Cohort 109, 1173–1188.
- Budiati, Indah & Susianto, Yuni. 2018. *Profil Generasi Milenial Indonesia*. Jakarta: Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.
- Carlson, Elwood. 2008. *Lucky Few: Between the Greatest Generation and The Baby Boom*. USA: Springer.
- Cheah & Phau. 2011. *Perception Towards Environmentally Friendly Products*. Journal Marketing Intelligence & Planning, 29 (5).
- Chen, Mei-Fang. 2009. *Attitude toward organic foods among taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle*. British Food Journal, 111 (2), 165-178.
- Daniells, S. 2014. *US Organic Food Market to Grow 14% from 2013-18*. <http://www.foodnavigatorusa.com/Markets/US-organic-food-market-to-grow-14-from-2013-18>

- David, W., & Ardiansyah. 2017. *Perceptions of Young Consumers Toward Organic Food in Indonesia*. Journal Agricultural Resource Governance and Ecology Volume 12 No. 4
- Djiwandono. P. 2015. *Meneliti Itu Tidak Sulit: Metodologi Penelitian Sosial*. Deepulish Publisher.
- Ermianti, C., Amanah, D., Utami, S., & Harahap, D. A. 2021. *Minat Beli Konsumen Terhadap Sayuran Organik Pada Pasar Tradisional Ditinjau Dari Persepsi Harga dan Sikap Konsumen*. Jurnal Ekonomika Vol. 16 No. 2.
- Faradiba, & Astuti, S. R. T. 2013. *Analisis Pengaruh Kualitas Produk, Harga, Lokasi, Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan "Bebek Gendut" Semarang)*. Diponegoro Journal of Management, 2(3), 1–11.
- Gabay, J. 2015. *Brand Psychology: Consumer Perceptions, Corporate Reputations*. London: Kogan Page Publishers.
- Gam, Hae Jin. 2011. *Are Fashion Conscious Consumers More Likely to Adopt Eco-Friendly Clothing*. Journal of Fashion Marketing and Management Vol. 15 No. 2 pp 178-193.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 22*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guéguen, L. & Pascal, G. 2022. *Organic Foods In Reference Module in Food Science*. Elsevier: Amsterdam, The Netherlands. ISBN 978-0-08-100596-5.
- Ha, Seongwook. 2020. *Millennials' Sleep and Unethical Behavior: Testing the Relationship between Sleep and Academic Dishonesty of Millennials in a Korean University*. Journal Sustainability. Sustainability 2020, 12, 3902; doi:10.3390/su12093902
- Hsu, L., Emerson, J., Levy, A., & Johnson, L. 2018. *The role of environmental concern in shaping millennial consumers' purchase intention*. Environmental Management, 42(1), 76-86.
- Irwansyah, R., Listiya, K., Setioni, A., Hanika, I. M., Kurniawan, H., Baizikri, A., Lestari, A. S., Denok, Wahyudi, Butarbutar, M., & Nopes, H. 2021. *Perilaku Konsumen*. Bandung: Widina Bhakti Persada
- Kim & Chung. 2011. *Consumer Purchase Intention for Organic Personal Care Products*. Journal of Consumer Marketing 28(1).
- Kementerian Kesehatan Republik Indonesia. 2016. *Buku Panduan Hari Kesehatan Nasional Masyarakat Hidup Sehat Indonesia Kuat*. <https://ayosehat.kemendes.go.id>
- Kementerian Sosial Republik Indonesia. 2018. *Perilaku Hidup Bersih dan Sehat (PHBS) Penguatan Kapabilitas Anak dan Keluarga*. Direktorat Rehabilitasi Sosial Anak – Direktorat Jendral Rehabilitasi Sosial Kementerian Sosial. <https://kemensos.go.id>

- Kesse-Guyot, E., Péneau, S., Méjean, C., de Edelenyi, F.S., Galan, P., Hercberg, S. & Lairon, D. 2013. *Profiles of Organic Food Consumers in a Large Sample of French Adults: Results from the Nutrinet-Santé Cohort Study*. PLoS ONE 2013, 8, e76998
- Kotler, P. & Amstrong, G. 2010. *Principles Of Marketing. 13 Edition*. New Jersey. Upper Saddle River: Pearson Prentice Hall.
- Kotler, P., & Keller, Kevin L. 2012. *Marketing Management*. London: Pearson Education International
- Kotler, P. & Keller, Kevin L. 2009. *Manajemen Pemasaran, Edisi Ketiga Belas, Jilid 2*. Jakarta: PT. Gelora Aksara Pratama.
- Lee, S., & Yun, Z. 2019. *The Impact of Environmental Awareness on Millennial Consumers Purchase Decisions: A study of Sustainable Products*. Journal of Consumer Behavior, 21(3), 314-325.
- Luviana, Sisca. 2013. *Persepsi Produk Makanan Organik dan Minat Beli Konsumen (Studi pada Mahasiswa Universitas Sebelas Maret Surakarta)*. Surakarta: Skripsi Universitas Sebelas Maret.
- Lyons, S. 2004. *An Exploration of Generational Values in Life and At Work*. ProQuest Dissertations and Theses, 441-441 . Retrieved from <http://ezproxy.um.edu.my/docview>
- Mawardi. 2023. *Pengaruh Kesadaran Lingkungan Terhadap Minat Beli Generasi Milenial*. Journal of Business Administration (JBA) Vol. 3 No. 1 P-ISSN: 2775-1279, E-ISSN: 2775-2186.
- McKeith, G. 2004. *You Are What You Eat*. London: Celador Production.
- Murti, Ni Made Ayu & Ekawati, Diah. 2022. *Factors Affecting Millennials Purchase Intention and Sustainable Consumption of Organic Food*. Jurnal Optimasi Sistem Industri 21(2):106-114
- Muttawakkil, Mochammad Nauval. 2020. *Pola Aktivitas Fisik Pada Gen X, Milenial dan Gen Z di Kota Bandung*. Bandung: Universitas Pendidikan Indonesia.
- Merawati, Luh Komang, & Ni Putu Intan Dewi P. 2017. *Healthy Lifestyle, Role Stressor dan Gaya Kepemimpinan: Studi Empiris Kinerja Auditor Pemerintah*. Jurnal Ilmiah Akuntansi dan Bisnis 2.1 143-158.
- Nabela & Siti Zumaniyah. 2022. *The Effect of Brand Love, Product Quality and Customer Relationship Management on Customer Loyalty to Consumers of Oriflame Products in Jepara*. Jepara: Undergraduate Thesis IAIN KUDUS.
- Nagle, T. T., Hogan, J., & Zale, J. 2016. *The Strategy and Tactics of Pricing: New International Edition*. Routledge. United Kingdom: Routledge.

- Nastiti, A., & Astuti, S. R. T. 2019. *Pengaruh Persepsi Harga, Kualitas Layanan dan Citra Merek terhadap Kepuasan Pelanggan dan Dampaknya terhadap Loyalitas Pelanggan Taksi New Atlas di Kota Semarang*. Diponegoro Journal of Management, 8(1), 126–136.
- Nilasari, N. P. H., & Kusumadewi, N. M. W. (2016). *Peran Sikap Dalam Memediasi Pengaruh Kepedulian Lingkungan Terhadap Niat Beli Kosmetik Hijau Merek The Body Shop*. Jurnal Manajemen Universitas Udayana. 5(2), 821–848.
- Nguyen, Cuong., Nguyen, Yen., & Quy, Trong. 2020. *Organic Foods: What Are the Driving Factors of Purchase Intention?*. International Journal of Innovation, Creativity and Change Vol. 13, Issue 11, 400-418.
- Nurwisesa & Andhika, M. F. 2023 *Pengaruh Persepsi Harga Terhadap Keputusan Pembelian Konsumen Lawson U-Town Bintaro*. Jurnal Sains Student Research Vol. 1 No. 1
- Ozcelik, G. 2015. *Engagement and Retention of the Millennial Generation in the Workplace through Internal Branding*. International Journal of Business and Management, 10 (3).
- Pham, T. H., Nguyen, T. N., Phan, T. T. H., & Nguyen, N. T. 2018. *Evaluating the purchase behaviour of organic food by young consumers in an emerging market economy*. Journal Strategic Marketing, 27(6), 540–556. <https://doi.org/10.1080/0965254X.2018.1447984>
- Putri, R. A., Shaluhiyah, Z., Kusumawati, A. 2020. *Faktor-faktor yang Berhubungan Dengan Perilaku Makan Sehat Pada Remaja di Kota Semarang*. Jurnal Kesehatan Masyarakat Vol. 8 No. 4
- Poletiek, F. H. 2013. *Hypothesis-testing Behaviour*. Jakarta: Psychology Press.
- Roza, Prima. 2020. *Digital Citizenship: Menyiapkan Generasi Milenial Menjadi Warga Demokratis Di Abad Digital*. Jurnal Sisioteknologi ITB Vol. 19 No. 2
- Sari, M., Rini, M. & Basri Wijaya, K. 2022. *Analisis Faktor-Faktor yang Mempengaruhi Pendapatan Usaha Tani Jagung (Zea Mays L) di Kecamatan Darul Hasanah Kabupaten Aceh Tenggara*. Jurnal Inovasi Penelitian Vol. 3 No. 5.
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. 2012. *Consumer behaviour: A European outlook*. United Kingdom: Pearson.
- Senggetang, V., Mandey, S. L., & Moniharapon, S. 2019. *Pengaruh Lokasi, Promosi Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Pada Perumahan Kawanua Emerald City Manado (The Influence Of Location, 85 Promotion And Price Perception To Consumer Purchase On Kawanua Emerald City Manado Housing)*. Jurnal EMBA, 7(1), 881–890.
- Shafie, F. A., & Rennie, D. 2012. *Consumer Perceptions Towards Organic Food*. Procedia - Social and Behavioral Sciences, 49, 360–367.
- Shaharudin, M. R., Pani, J. J., Mansor, S. W., & Elias, S. J. 2010. *Factors Affecting Purchase Intention of Organic Food in Malaysia's Kedah State, Cross-Cultural Communication Journal* Vol. 6 No. 2, 105-116

- Singh, A., & Verma, P. 2017. *Factors influencing Indian consumers' actual buying behavior towards organic food products*. Journal of Cleaner Production, 167, 473–483.
- Siregar, Syofian. 2015. *Statistika Parametrik Untuk Penelitian Dilengkapi Dengan Kuantitatif Perhitungan Manual dan Aplikasi SPSS Versi 17*. Jakarta: Bumi Aksara
- Smith, Samantha & Angela Paladino. 2009. *Eating Clean & Green? Investigating Consumer Motivations Towards The Purchase Of Organic Food*. AZMAC University of Melbourne
- Standar Nasional Indonesia (SNI) 6729:2016 tentang Sistem Pertanian Organik
- Statistik Pertanian Organik Indonesia (SPOI) 2023. <https://aoi.ngo/spoi203>
- Stanley Lemeshow, David W. Hosmer J, Janeile Klar & Stephen K. Lwanga. 1997. *Besar Sampel dalam Penelitian Kesehatan*. Yogyakarta: Gajah Mada University Press.
- Subianto, Totok. 2017. *Studi Tentang Perilaku Konsumen Beserta Implikasinya Terhadap Keputusan Pembelian*. Jurnal Ekonomi Modernisasi Vol. 3 No. 3
- Sugiyono. 2013. *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. 2015. *Penelitian Kombinasi (Mix Methodos)*. Bandung: Alfabeta.
- Sugiyono. 2017. *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sujarweni, Wiratna. 2015. *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Suharjana. 2012. *Kebiasaan Berperilaku Hidup Sehat dan Nilai-nilai Pendidikan*. [e-journal] Yogyakarta: www.journal.uny.ac.id/index.php/jpka/article/view/1303/1084
- Suharjo, Surya N. & Harianto, A. 2019. *Perbedaan Hidup Sehat dan Sikap Terhadap Makanan Organik dari Generasi Baby Boomers, X, dan Y di Surabaya*. Jurnal Manajemen Perhotelan Volume 5 No. 1 ISSN 0216-6283
- Setiawati. 2021. *Analisis Pengaruh Kebijakan Deviden Terhadap Nilai Perusahaan pada Perusahaan Farmasi di BEI*. Jurnal Inovasi Penelitian Vol. 1 No. 8 ISSN 2722-9475 (Cetak) ISSN 2722-9467 (Online).
- Trikadibusana, Angelina, A., & Secapramana, L. V. H. 2021. *Faktor-Faktor yang Mempengaruhi Purchase Intention Generasi Milenial Produk Pangan Organik*. Jurnal Administrasi dan Manajemen Vol. 11 No. 1
- Tiara, P.T & Lasnawati. 2022. *Makna Gaya Hidup Sehat dalam Perspektif Teori Interaksionisme Simbolik*. Jurnal Ilmiah Multidisiplin Indonesia Vol. 1 No.11 E-ISSN: 2809-1612, P-ISSN: 2809-1620.

- Thio, Sienny. 2012. Persepsi Konsumen terhadap Makanan Organik di Surabaya. *Jurnal Manajemen Perhotelan*, 4(1), 18–27. <https://doi.org/10.9744/jmp.4.1.18-27>
- Tscharntke, T., Grass, I., Wanger, T.C., Westphal, C., Batáry, P. 2021. *Beyond Organic Farming—Harnessing Biodiversity-Friendly Landscapes*. *Trends Ecol* 36, 919–930.
- Wahyudi, D. & Ardiansyah. 2017. *Organic agriculture in Indonesia: Challenges and opportunities*. *Organic Agriculture* (7) 329-338.
- Waris, A., Hidayatullah, S., Devianti, R.C., Sari, S. R., Ardi, I., & PW Made, P. 2018. *Perilaku Generasi Milenial dalam Menggunakan Aplikasi Go-Food*. *Jurnal Manajemen & Kewirausahaan* Vol. 6 No. 2: 240-249.
- Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. 2014. *Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products*. *Review of Integrative Business and Economics Research*, 3(2), 378–397
- Winarto, O. 2015. *Analisa Persepsi Masyarakat Surabaya terhadap Makanan Organik*. *Jurnal Hospitality dan Manajemen Jasa*, 3(2), 260-273.
- Wijaya, T. 2016. *Sikap terhadap Makanan Organik, Norma Subjektif, Kontrol Perilaku Konsumen Makanan Organik: Konsep dan Pengukuran*. *Jurnal Ilmu Sosial Dan Ekonomi*, Vol. 3 No. 1, 20–33.
- Yanti, R., David, W., & Ardiansyah. 2024. *The Consumer Purchase Motivation of Organic Food in Online Retail*. *Asia Pasific Journal of Sustainable Agriculture, Food and Energy* Vol. 12 No. 1