

DAFTAR PUSTAKA

- Ali, J., Kapoor, S dan Moorthy, J. 2010. "Buying Behaviour Of Consumers For Food Products In An Emerging Economy". *British Food Journal*, 112(2), 109-124.
- Anggrahini, S. 1997. "Aspek Keamanan Penggunaan Bahan Kimia Pada Produk Pangan". *Agritech*, 17(4), 1-8.
- Anselmsson, J., Johansson, U. dan Persson, N. 2007. "Understanding Price Premium For Grocery Products : A Conceptual Model of Customer-Based Brand Equity". *Journal of Product and Brand Management*, 16(6), 401-414.
- Ataman, M.B dan Ülengin, B. 2003. "A Note On The Effect Of Brand Image On Sales". *Journal of Product And Brand Management*, 12(4), 237-250.
- Biemans, S.Z. 2011. "Polish Consumer Food Choices And Beliefs About Organic Food". *British Food Journal*, 113(1), 122-137.
- Bintoro, P., Sutaryo, Mulyani, S., Rizqiati, H dan Abduh, S. B. M. 2009. "Pelatihan Keamanan Pangan Dalam Keluarga Mewujudkan Keluarga Yang Sehat Melalui Makanan Yang Aman, Sehat, Utuh dan Halal". Seminar Nasional Kebangkitan Peternakan.
- Bintoro, V.P. 2009. *Pangan : Antara Kebutuhan Dan Ancaman*. Semarang : Badan Penerbit Universitas Diponegoro.
- De Jonge, J., Frewer, L., Trijp, H.V., Renes, R.J., De Wit, W dan Timmers, J. 2004. "Monitoring Consumer Confidence In Food Safety : An Exploratory Study". *British Food Journal*, 106(10/11), 837-849.
- Dimara, E., dan Skuras, D. 2005. "Consumer Demand For Informative Labeling of Quality Food and Drink Products : A European Union Case Study". *Journal of Consumer Marketing*, 22(2), 90-100.
- Durianto, D., Sugiarto dan Sitinjak, T. 2004. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta : PT. Gramedia Pustaka Utama.
- Fitrianingtyas. 2008. *Perilaku Konsumen Ice Cream Mini Melts Di Jakarta*. Skripsi, Bogor – Institut Pertanian Bogor.
- Hair, J.F., Bush, R.P dan Ortinau, D.J. 2006. *Marketing Research Within A Changing Information Environment*. New York : McGraw Hill.

- Herne, S. 1995. "Research On Food Choice And Nutritional Status In Elderly People". *British Food Journal*, 97(9), 12-29.
- Istijanto. 2005. *Aplikasi Praktis Riset Pemasaran*. Jakarta : PT. Gramedia Pustaka Utama.
- Kartajaya, H. 2010. *Brand Operation*. Jakarta : Penerbit Esensi, Erlangga Group.
- Kartika, G.W. 2010. *Analisis Pengaruh Kepuasan Konsumen dan Kepercayaan Terhadap Loyalitas Merek Pada Produk Esia*. Skripsi, Jakarta- Universitas Bakrie.
- Keller, K.L. 1993. "Conceptualizing, Measuring, And Managing Customer-Based Brand Equity" *Journal Of Marketing*, 57(1), 1-22.
- Keller, K.L. 2000. *Strategic Brand Management : Building, Measuring, and Managing Brand Equity*. New Jersey : Prentice Hall.
- Kennedy, J., Worosz, M., Todd, E.C., dan Lapinski, M.K. 2008. "Segmentation of US Customers Based On Food Safety Attitudes". *British Food Journal*. 110(7), 691-705.
- Koç, B dan Ceylan, M. 2009. "Consumer-Awareness And Information Sources On Food Safety : A Case Study of Eastern Turkey". *Nutrition and Food Science*. 39(6), 643-654.
- Kotler, P dan Keller, K.L. 2009. *Marketing Management (13th Edition)*. New Jersey : Pearson Prentice Hall.
- Koubaa, Y. 2008. "Country of Origin, Brand Image Perception, And Brand Image Structure". *Asia Pacific Journal of Marketing*, 20(2), 139-155.
- Lingard, H.C dan Rowlinson, S. 2010. *Sample Size In Factor Analysis : Why Size Matters*. *The University of Hongkong*.
- Magnusson, M.K., Arvola, A., Hursti, UK.K., Åberg, L., dan Sjödén, P-O. 2001. "Attitudes Towards Organic Foods Among Swedish Consumers". *British Food Journal*, 103(3), 209-226.
- Maholtra, N.K. 2007. *Marketing Research : Fifth Edition*. New Jersey : Pearson Prentice Hall.
- Merwe, D., Kempen, E.L., Breedts, S dan Beer, H. 2010. "Food Choice : Student Consumers' Decision Making Process Regarding Food Products With Limited Label Information". *International Journal of Consumer Studies*, 34(2010), 11-18.
- Michaelidou, N dan Hassan, L.M. 2008. "The Role of Health Consciousness, Food Safety Concern And Ethical Identity On Attitudes And Intentions

- Towards Organic Food”. *International Journal Of Consumer Studies*, 32(2008), 163-170.
- Ming Lee, H., Chi Lee, C. dan Chen Wu, C. 2011. “Brand Image Strategy Affects Brand Equity After M&A”. *European Journal Of Marketing*, 45(7/8), 1091-1111.
- Ogba, I.E. dan Tan, Z. 2009. “Exploring The Impact Of Brand Image On Customer Loyalty And Commitment In China”. *British Food Journal*, 4(2), 132-144.
- Pallant, J. 2007. *SPSS Survival Manual*. Berkshire : McGraw Hill Open University Press.
- Redmond, E.C dan Griffith, C.J. 2005. “Factors Influencing The Efficacy Of Consumer Food Safety Communication”. *British Food Journal*, 107(7), 484-499.
- Rijswijk, W.V dan Frewer, L.J. 2008. “Consumer Perceptions of Food Quality and Safety and Their Relation to Traceability”. *British Food Journal*, 110(10), 1034-1046.
- Rimal, A., Fletcher, M.L., Mc Watters, K.H., Mishra, S.K., dan Deodhar, S. 2001. “Perception Of Food Safety And Changes In Food Consumption Habits : A Consumer Analysis”. *International Journal of Consumer Studies*, 25(1), 43-52.
- Schiffman, L.G dan Kanuk, L.L. 2010. *Consumer Behavior : Tenth Edition*. Upper Saddle River, New Jersey : Pearson.
- Sekaran, U. 2003. *Research Methods For Business : A Skill Building Approach*. New Jersey : John Wiley & Sons, Inc.
- Setiawan, I. 2010. “Selamatkan Lebah Madu, Selamatkan Dunia”. *Majalah Marketeers*, October(2010).
- Smith, D. dan Riethmuller, P. 2000. “Consumer Concerns About Food Safety in Australia and Japan”. *British Food Journal*, 103(11), 838-855.
- Supranto, J. dan Limakrisna, N.H. 2011. *Perilaku Konsumen & Strategi Pemasaran Untuk Memenangkan Persaingan Bisnis*. Jakarta : Penerbit Mitra Wacana Media.
- Talas, C., Uçar,A. dan Özçelik.A.Ö. 2010. “Attitudes of Women Towards Food Safety”. *British Food Journal*, 112(2), 115-123.

Umar, H. 2000. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta : PT. Gramedia Pustaka Utama.

Vranešević, T. dan Stančec, R. 2003. "The Effect Of The Brand On Perceived Quality Of Food Products". *British Food Journal*, 105(11), 811-825.

Wijaya, H. 2010. "Socially Responsible Marketing : A Moral Imperative". *Majalah Marketeers*, August(2010).

Yee, W.M.S., Yeung, R.M.W dan Morris, J. 2005. "Food Safety : Building Customer Trust In Livestock Farmers For Potential Purchase Behaviour". *British Food Journal*, 107(11), 841-854.

Sumber Dari Internet :

Aprilia, E.U., Reza, M., De Cilya, S., Kusnandar, V.B. dan NY, A. 2010. *Pemerintah Diminta Waspada Efek Kasus Indomie*. Diakses dari <http://www.tempointeraktif.com/hg/bisnis/2010/10/13/brk,20101013-284368.id.html> , 4 Juni 2011.

BPOM-RI. 2004. Lokakarya Jejaring Promosi Keamanan Pangan. Diakses dari <http://www.pom.go.id/surv/news/lokakarya090804.pdf>, 4 Juni 2011.

Galeri-UKM. 2011. Membangun Citra Produk. Diakses dari <http://galeriukm.web.id/artikel-usaha/membangun-citra-produk> , 27 September 2011.

"Peraturan Pemerintah Republik Indonesia No. 28 tahun 2004". Diakses dari http://www.hukor.depkes.go.id/up_prod_pp/PP%20No.%2028%20Th%20004%20ttg%20Keamanan,%20Mutu%20dan%20Gizi%20Pangan.pdf, 7 Juni 2011.

PIPIMM. 2011. "Optimisme Industri Pangan Indonesia Memasuki 2011". Diakses dari http://pipimm.or.id/last_update.php?view=1&id=8 , 15 Juni 2011.

"Undang-Undang Republik Indonesia No. 7 tahun 1996 Tentang Pangan". Diakses dari <http://www.bpkp.go.id/unit/hukum/uu/1996/07-96.pdf>, 7 Juni 2011.

"Undang-Undang Republik Indonesia No. 8 tahun 1999 Tentang Perlindungan Konsumen". Diakses dari <http://prokum.esdm.go.id/uu/1999/uu-8-1999.pdf> , 27 September 2011.

WHO. 2004. "Food and Health in Europe : A New Basis For Action", WHO Regional Publications European Series, No. 96, Diakses dari http://www.euro.who.int/_data/assets/pdf_file/0005/74417/E82161.pdf , 4 Juni 2011.