

DAFTAR PUSTAKA

- Amir, M. T. (2005). *Dinamika Pemasaran*. Jakarta: PT. Raja Grafindo Persada.
- Chen, C.Y., Lapsley, K. & Blumberg, J. (2006). *A Nutrition and Health Perspective on Almonds*. Hal. 2245–2250.
- Chesbrough, H. (2007). Business Model Innovation: It's Not Just about Technology Anymore. *Strategy and Leadership*. Vol. 35, No. 6, Hal. 12-17.
- Cronin, J. J. & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, Vol. 56, No. 3, Hal. 55-68.
- Damaledo, Y. D. (2020, September 11). *Daftar Olahraga yang Jadi Tren Selama Adaptasi Kebiasaan Baru*. Tirto.id. <https://tirto.id/daftar-olahraga-yang-jadi-tren-selama-adaptasi-kebiasaan-baru-f4cM>
- Devenyns, J. (2021, January 5). *Veganuary Opens 2021 with a Focus on Plant-based Eating*. Fooddive. <https://www.fooddive.com/news/veganuary-opens-2021-with-a-focus-on-plant-based-eating/592802/>
- Doelhadi, E. M. (2006). Mengukur Tingkat Kepuasan Pelanggan: Perspektif Psikologi Konsumen. *Fakultas Psikologi Universitas Airlangga*. Vol. 8, No. 1, Hal. 54-61.
- Garvin, D. A. (1987). Competing on The Eight Dimension of Quality. *Harvard Business Review*. Vol. 65, No. 6.
- Gaspersz, V. (2002). *Production Planning and Inventory Control: Berdasarkan Pendekatan Sistem Terintegrasi MRP II dan JIT Menuju Manufakturing 21*. Jakarta: PT. Gramedia Pustaka Utama.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. (Ed.8). Semarang: Badan Penerbit Universitas Diponegoro.
- Gitma, L. J. & Zutter, C. J. (2009). *Principles of Managerial Finance*. Massachusetts: AddisonWesley Publishing Company.
- Gorin, A. (2021, May 19). *Top 10 Plant-Based Food Trends for 2021*. The healthy. <https://www.thehealthy.com/nutrition/plant-based-food-trends-2021/>
- Grand View Research. (2019, May). *Almond Milk Market Size, Share & Trends Analysis Report By Application (Beverages, Personal Care, By Distribution Channel (Hypermarkets & Supermarkets, Condolences Stores, Online), And*

- Segment Forecasts, 2019-2025*. <https://www.grandviewresearch.com/industry-analysis/almond-milk-market>
- Halim, A. (2008). *Auditing: Dasar-Dasar Audit Laporan Keuangan*. Yogyakarta: UPP STIM YKPN.
- Hamdani, S. (2017, March 26). *Indonesians Don't Drink Enough Milk: Study*. *JakartaGlobe*. <https://jakartaglobe.id/news/indonesians-dont-drink-enough-milk-study/>
- Hanafi, M. M. & Halim, A. (2005). *Analisis Laporan Keuangan*. (Ed. 2). Yogyakarta: UPP STIM YKPN.
- Handoyo. (2020, May 28). *Gapmmi: Produk Susu Punya Tren Pertumbuhan Penjualan yang Baik di Tengah Pandemi*. Kontan. <https://industri.kontan.co.id/news/gapmmi-produk-susu-punya-tren-pertumbuhan-penjualan-yang-baik-di-tengah-pandemi>
- Harahap, S. S. (2004). *Analisis Kritis atas Laporan Keuangan*. Jakarta: PT. RajaGrafindo Persada.
- Hargroves, K. & Smith, M. (2005). *The Natural Advantage of Nations: Business Opportunities, Innovation and Governance in the 21st Century*. London: Earthscan/James and James Publishing.
- Harjito, D. A. & Martono. (2002). *Manajemen Keuangan*. (Ed. 1). Yogyakarta: Ekonisia.
- Heizer, J. & Barry, R. (2015). *Manajemen Operasi: Manajemen Keberlangsungan dan Rantai Pasokan*. (Ed. 11). Jakarta: PT. Salemba Empat.
- Herjanto, E. (2007). *Manajemen Operasi*. (Ed. 3). Jakarta: PT. Grasindo.
- Hermawan, S. & Amirullah. (2018). *Metode Penelitian Bisnis: Pendekatan Kuantitatif dan Kualitatif*. Malang: MNC Publishing.
- Hidayat, A. (2012, October 14). *Pengertian dan Penjelasan Penelitian Kuantitatif Lengkap*. *Statistikian*. <https://www.statistikian.com/2012/10/penelitian-kuantitatif.html>
- Hidayatullah, C. J. (2006). *Analisis Kepuasan Konsumen Terhadap Kualitas Pelayanan pada Penggunaan Bus Malam Cepat Safari Dharma Raya*. Malang: Jurusan Manajemen Pemasaran FE Universitas Brawijaya.

- Hutami, A. S. (2019, October 31). *Hasil Survei Sebut Konsumen Indonesia Sadar Kesehatan dan Lingkungan*. Gatra. <https://www.gatra.com/detail/news/454151/kesehatan/hasil-survei-sebut-konsumen-indonesia-sadar-kesehatan-dan-lingkungan>
- Irawati, N. & Primadha, R. (2008). Pengaruh Kualitas Pelayanan Terhadap Brand Image pada Unit Rawat Jalan Poliklinik Penyakit Dalam RSUD. Pirngadi di Meda. *Jurnal Manajemen Bisnis*. Vol. 1, No. 2.
- Kotler, P. & Armstrong, G. (1996). *Principles of Marketing*. (Ed. 7). New Jersey: Pearson.
- Kotler, P. & Armstrong, G. (2008). *Principles of Marketing*. (Ed. 12). New Jersey: Pearson.
- Kotler, P. & Keller, K. L. (2009). *Marketing Management*. (Ed. 13). Upper Saddle River, N. J: Pearson Prentice Hall.
- Krans, B. (2020, March 5). *Comparing Milks: Almond, Dairy Soy, Rice, and Coconut*. *Healthline*. <https://www.healthline.com/health/milk-almond-cow-soy-rice>
- Lisnawati, L. (2011). *Generasi Sehat Melalui Imunisasi*. Jakarta: Trans Info Media.
- Opara, L. U. (2000). New market-pull factors influencing perceptions of quality in agribusiness marketing (or quality assurance for whom?). *Australian Center for International Agricultural Research*. No. 100, Hal 244–252.
- Lupiyoadi, R. & Hamdani, A. (2006). *Manajemen Pemasaran Jasa*. (Ed. 2). Jakarta: PT. Salemba Empat.
- McLay, B. (2014). *Almonds Every Which Way: More Than 150 Healthy + Delicious Almond Milk, Almond Flour, and Almond Butter Recipes*. United States: Da Capo Press
- Mintel. (2018, April 18). *The Move Away from Meat Infiltrates Asia Pacific: 39% of Indonesians Consumed More Non-Animal Sources of Protein in 2017*. <https://www.mintel.com/press-centre/food-and-drink/the-move-away-from-meat-infiltrates-asia-pacific>
- Moehyi, S. (1992). *Penyelenggaraan Makanan Institusi dan Jasa Boga*. Jakarta: Penerbit Bhratara.
- Monahan, S. J. (2018). Financial Statement Analysis and Earnings Forecasting. *Foundations and Trends in Accounting*. Vol. 12, No. 2, Hal. 105-215.

- Mordor Intelligence. (2020). *Dairy Alternative Products Market - Growth, Trends, COVID-19 Impact, and Forecasts*.
<https://www.mordorintelligence.com/industry-reports/dairy-alternatives-market>
- Nielsen. (2016, March 31). *Americans are Nuts for Almond Milk*.
<https://nielseniq.com/global/en/insights/analysis/2016/americans-are-nuts-for-almond-milk/>
- Nielsen. (2016). *Ketika Lebih Sedikit Lebih Baik: Delapan dari Sepuluh Konsumen Indonesia Mengikuti Diet Khusus yang Menghilangkan Bahan-bahan Tertentu*.
<https://www.nielsen.com/id/en/insights/demographics/>
- Osterwalder, A., Pigneur, Y. & Tucci, C. L. (2005). Clarifying Business Models: Originis, Present and Future of The Concept. *Communications of The Association for Information Systems*. Vol. 16, No. 1, Hal. 1-25.
- Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers*. New Jersey: John Wiley and Sons, Inc.
- Parasuraman, A. Zeithaml, V. A. & Berry, L. L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*. Vol. 67, No. 4, Hal. 420-450.
- Pratama, A. (2020, June 1). *Kementan Akui Konsumsi Susu di Indonesia Masih Rendah*. iNews. <https://www.inews.id/finance/makro/kementan-akui-konsumsi-susu-di-indonesia-masih-rendah>
- Prawirosentono, S. (2007). *Filosofi Baru Tentang Manajemen Mutu Terpadu Abad 21*. (Ed. 2). Jakarta: Bumi Aksara
- Prawirosentono, S. (2007). *Manajemen Produksi dan Operasi (Analisis dan Studi Kasus)*. (Ed. 4). Jakarta: Bumi Aksara
- Prians, D. J. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta.
- Proveg International. (2021, January 1). *The 10 Best Plant-Based Milks*.
<https://proveg.com/plant-based-food-and-lifestyle/vegan-alternatives/the-10-best-plant-based-milks/>
- Purnama, N. (2006). *Manajemen Kualitas*. Yogyakarta: Ekonisia.

- Rangkuti, F. (2003). *Measuring Customer Satisfaction: Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan*. Jakarta: PT. Gramedia Pustaka Utama.
- Riduwan. (2010). *Metode dan Teknik Menyusun Tesis*. Bandung: Alfabeta.
- Sediaoetama, A. D. (2004). *Ilmu gizi*. Jakarta: Dian Rakyat.
- Ridwan, S. & Berlian, I. (2003). *Manajemen Keuangan*. Jakarta: Literata Lintas Media.
- Rusdiana. (2014). *Manajemen Operasi*. Bandung: CV. Pustaka Setia.
- Sapulette, B. (2021, March 29). *UMR DKI Jakarta Naik, Berikut Rinciannya*. RRI. <https://rri.co.id/ekonomi/1010418/umr-dki-jakarta-naik-berikut-rinciannya>
- Shimp, T. A. (2003). *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu*. (Ed. 5). Jakarta: Erlangga.
- Statista. (2021, April 7). *Frequency of Consuming Plant-Based Food among Indonesians in 2019, by age*. <https://www.statista.com/statistics/1074015/indonesia-frequency-of-plant-based-food-consumption-by-age/>
- Statista (2021, April 7). *Types of Consumed Plant-Based Foods among Indonesians in 2019, by Age*. <https://www.statista.com/statistics/1074006/indonesia-plant-based-food-consumption-by-type-and-age/>
- Sugiyono. (1999). *Metode Penelitian Bisnis*. Bandung: Alfabeta
- Sugiyono. (2012). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Supranto, J. (2000). *Statistik (Teori dan Aplikasi)*. (Ed. 6). Jakarta: Erlangga.
- Supranto, J. (2003). *Metode Riset Aplikasinya dalam Pemasaran*. (Ed. 7). Jakarta: Rineka Cipta.
- Susanti, E. & Kholisoh, N. (2018). Konstruksi Makna Kualitas Hidup Sehat (Studi Fenomenologi pada Anggota Komunitas Herbalife Klub Sehat Ersanddi Jakarta). *Jurnal Lugas*, Vol. 2, No. 1, Hal. 1-2.

- Swastha, B. & Irawan. (1999). *Manajemen Pemasaran Modern*. (Ed. 3). Yogyakarta: Liberty Yogyakarta
- Tehuteru, E. S. (1999). Malabsorpsi Laktosa Pada Anak. *Jurnal Kedokteran Trisakti*. Vol.18, No.3. Malabsorpsi Laktosa Pada Anak. *Jurnal Kedokteran Trisakti*. 1999, Vol. 18. No. 3.
- The Food Institute. (2020, July 10). *Consumer Perception Drives Interest in Plant-Based Eating*. <https://foodinstitute.com/focus/consumer-perception-drives-interest-in-plant-based-eating/>
- Tjiptono, F. (2006). *Pemasaran Jasa: Prinsip, Penerapan, Penelitian*. Yogyakarta: Andi.
- Walpole, R. E. & Myers, R. H. Walpole (1995). *Ilmu Peluang dan Statistika untuk Insinyur dan Ilmuwan*. (Ed. 4). Bandung: ITB PRESS.
- White, D. A. (2020, December 1). *The Plant-Based Food Trends We Expect to See in 2021*. Food Network. <https://www.foodnetwork.com/healthyeats/news/plant-based-trends-2021>
- Wijaya, T. (2011). *Manajemen Kualitas Jasa*. Jakarta: PT. Indeks.