

REFERENCES

- Adhikari, S., Poudel, D., & Gopinath, M. (2023). Is Policy Greasing the Wheels of Global Palm Oil Trade?. *Research on World Agricultural Economy*, 4(2), 62-77.
- Agresti, A. (2013). *Categorical data analysis*. John Wiley & Sons.
- Agresti, A. (2018). *Statistical methods for the Social Sciences*. Pearson.
- Boediman, A., Rahadi, R. A., & Nugraha, B. A. (2021). An overview of Indonesian renewable energy studies and its investment opportunities. *Indonesian Journal of Energy*, 4(2), 87–100. <https://doi.org/10.33116/ije.v4i2.123>
- Capecchi, S., Amato, M., Sodano, V., & Verneau, F. (2019). Understanding beliefs and concerns towards palm oil: Empirical evidence and policy implications. *Food Policy*, 89, 101785.
- Field, A. (2020). *Discovering statistics using IBM SPSS statistics*. Sage.
- GAPKI. (2024, March 1). Palm oil industry performance in 2023 & prospects for 2024. Gabungan Pengusaha Kelapa Sawit Indonesia (GAPKI). <https://gapki.id/en/news/2024/02/28/palm-oil-industry-performance-in-2023-prospects-for-2024/>
- Hafianti, S., Perez, E. F., & Win, T. (2024). A STUDY ON THE IMPACT OF PRICE, HEALTH, TASTE, AND SMELL ON CONSUMER PURCHASING DECISION-MAKING OF PEANUT OIL BRANDS IN MYANMAR. *Social Evolution and History*, 13(1), 11-30.
- Hinkes, C., & Christoph-Schulz, I. (2019). Consumer attitudes toward palm oil: Insights from focus group discussions. *Journal of Food Products Marketing*, 25(9), 875-895.
- Hosmer, D. W., Lemeshow, S., & Sturdivant, R. X. (2013). *Applied Logistic Regression*. Wiley Series in Probability and Statistics. <https://doi.org/10.1002/9781118548387>
- Indonesia: Biofuels Annual. USDA Foreign Agricultural Service. (2024, May 23). <https://fas.usda.gov/data/indonesia-biofuels-annual-7>
- Jesadiya, B., Thorat, V. S., Choudhary, K., & Kuthe, S. (2023). Consumers' Awareness and Buying Behaviour for Edible Oils in Surendranagar City of Gujarat. *International Journal of Education and Management Studies*, 13(3), 292-296.
- Komagan, M. L. (2021). Impact of Service Environment for effective consumer behavior in Retails Industry with reference to Heritage Super Market. *Turkish*

- Journal of Computer and Mathematics Education (TURCOMAT), 12(3), 4357-4364.
- Kotler, P., & Keller, K. L. (2014). Philip Kotler. Astromax Entertainment.
- Kumar, S., Shrestha, P., & Abdul Salam, P. (2013). A review of biofuel policies in the major biofuel producing countries of ASEAN: Production, targets, policy drivers and impacts. *Renewable and Sustainable Energy Reviews*, 26, 822–836. <https://doi.org/10.1016/j.rser.2013.06.007>
- Kurnia, J. C., Jangam, S. V., Akhtar, S., Sasmito, A. P., & Mujumdar, A. S. (2016). Advances in biofuel production from oil palm and palm oil processing wastes: a review. *Biofuel Research Journal*, 3(1), 332-346.
- Lieke, S. D., & Adhi, A. K. (2024). Much more than just an ingredient: Palm oil and its consumer perspectives in Indonesia (No. 10). *SustainableFood Discussion Paper*.
- McNamara, D. J. (2010). Palm Oil and Health: A Case of Manipulated Perception and Misuse of Science. *Journal of the American College of Nutrition*, 29(sup3), 240S-244S. <https://doi.org/10.1080/07315724.2010.10719840>
- Menard, S. (2002). *Applied logistic regression analysis*. SAGE Publications, Inc., <https://doi.org/10.4135/9781412983433>
- Meuthia, Lita, R. P., & Rahmahdian, R. (2023). An explanatory framework of palm oil panic buying behavior in Indonesia: Do perceived scarcity and perceived price being enablers? *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2258624>
- Nagle, T. T., Hogan, J., & Zale, J. (2016). *The strategy and tactics of pricing: New international edition*. Routledge.
- Nishide, T., Shimizu, M., Tiffany, T. R., & Ogawa, H. (2019). Cooking oil: cooking properties and sensory evaluation. In *Diacylglycerol oil* (pp. 197-207). AOCS Publishing.
- OECD/FAO (2023), *OECD-FAO Agricultural Outlook 2023-2032*, OECD Publishing, Paris, <https://doi.org/10.1787/08801ab7-en>.
- Oilseeds: World markets and trade. USDA Foreign Agricultural Service. (2024, May). <https://apps.fas.usda.gov/psdonline/circulars/oilseeds.pdf>
- Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), 36-44.

- Peng, C. Y. J. (2017). Logistic regression. *The BERA/SAGE Handbook of Educational Research: Two Volume Set*, 873–894. <https://doi.org/10.4135/9781473983953.n44>
- Peng, C. Y. J., Lee, K. L., & Ingersoll, G. M. (2002). An Introduction to Logistic Regression Analysis and Reporting. *The Journal of Educational Research*, 96(1), 3–14. <https://doi.org/10.1080/00220670209598786>
- Ridwan, M. (2022). Purchasing decision analysis in modern retail. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 1–9. <https://doi.org/10.37481/jmeh.v2i1.243>
- Safrida, S., Marsudi, E., & Jannah, P. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Minuman Kopi Pada Warung Kopi Solong Ulee Kareng Kota Banda Aceh. *Jurnal Agrisep*, 21(2), 70-80.
- Solomon, M. R. (2002). The value of status and the status of value. In *Consumer value* (pp. 79-100). Routledge.
- Statistical Review of World Energy. (2022). <https://www.bp.com/content/dam/bp/business-sites/en/global/corporate/pdfs/energy-economics/statistical-review/bp-stats-review-2022-full-report.pdf>
- Sufyan, D., Februhartanty, J., Bardosono, S., Khusun, H., Ermayani, E., Rachman, P. H., & Worsley, A. (2019). Food purchasing behaviour among urban slum women in East Jakarta: a qualitative study.
- Suharyani, A., Dolorosa, E., & Hakim, D. L. (2024, September). Consumer Knowledge Level of Sustainable Palm Cooking Oil. In *International Agriculture Meeting (IAM 2023)* (pp. 103-111). Atlantis Press.
- Sundaraja, C. S., Hine, D. W., Alex, A., Cosh, S. M., & Lykins, A. D. (2021). Can consumers do it all? An exploration of factors that influence the purchase of sustainable palm oil products. *Journal of Food Products Marketing*, 27(5), 223-242.
- Sundaraja, C. S., Lykins, A. D., & Hine, D. W. (2024). Purchasing sustainable palm oil products: narrowing the intention-behavior gap. *Frontiers in nutrition*, 10, 1329901. <https://doi.org/10.3389/fnut.2023.1329901>
- Syahza, A., & Asmit, B. (2019). Development of palm oil sector and future challenge in Riau Province, Indonesia. *Journal of Science and Technology Policy Management*, 11(2), 149–170. <https://doi.org/10.1108/jstpm-07-2018-0073>

- Urugo, M. M., Teka, T. A., Teshome, P. G., & Tringo, T. T. (2021). Palm oil processing and controversies over its health effect: overview of positive and negative consequences. *Journal of oleo science*, 70(12), 1693-1706.
- Uusitalo, V., Väisänen, S., Havukainen, J., Havukainen, M., Soukka, R., & Luoranen, M. (2014). Carbon footprint of renewable diesel from palm oil, jatropha oil and rapeseed oil. *Renewable Energy*, 69, 103–113. <https://doi.org/10.1016/j.renene.2014.03.020>
- Wijaya, S. (2019). Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism. *Journal of Ethnic Foods*, 6(1), 1-10.
- Xaythavone, O. (2023). Examining Consumer Behavior in Low-Involvement Products: The Role of Habitual Buying Behavior (Doctoral dissertation, Magyar Agrár-és Élettudományi Egyetem).
- Yuniar, P., Munizu, M., & Diansari, P. (2024). Consumer perceptions regarding the marketing mix on the purchase decision palm cooking oil products: Mediated by purchase interest. *Journal of Global Innovations in Agricultural Sciences*, 12(4), 1231–1241. <https://doi.org/10.22194/JGIAS/24.1430>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.