

## REFERENCES

Basilianus, E. (2020). Markplus Inc Webinar.

Boone, L. E., & Kurtz, D. L. (2009). *Contemporary Business* (13th ed.). John Wiley & Sons, Inc.

BPOM. (2019). Peraturan Badan Pengawasan Obat dan Makanan Nomor 32 Tahun 2019 Tentang Persyaratan Keamanan dan Mutu Obat Tradisional (2019).

BPS. (2020). Statistik Indonesia 2020 Statistical Yearbook of Indonesia 2020. In *Statistik Indonesia 2020 Statistical Yearbook of Indonesia 2020*. 2020.

Crossley, T., & Winter, J. (2013). Asking households about expenditures: What have we learned?  
<https://doi.org/10.3386/w19543>

FDA. (2007). *Draft Guidance for Industry on Complementary and Alternative Medicine Products and Their Regulation by the Food and Drug Administration; Availability*. Federal Register.  
<https://www.federalregister.gov/documents/2007/02/27/E7-3259/draft-guidance-for-industry-on-complementary-and-alternative-medicine-products-and-their-regulation>.

FDA. (2007). *Guidance on Complementary and Alternative Medicine Products*. U.S. Food and Drug Administration. <https://www.fda.gov/regulatory-information/search-fda-guidance-documents/complementary-and-alternative-medicine-products-and-their-regulation-food-and-drug-administration>.

Fraenkel, J. R., & Hyun, H. H. (2011). Chapter 6 Sampling. In N. E. Wallen (Ed.), *How to Design and Evaluate Research in Education* (8th ed., pp. 102–103). essay, Mc Graw Hill.

- George, D., Mallery, P., & George, D. (2019). *Ibm Spss Statistics 25 step by step: A simple guide and reference*. Routledge.
- Hayes, A. (2021). *Business*. Investopedia. <https://www.investopedia.com/terms/b/business.asp>.
- Homaie Rad, E., Hajizadeh, M., Rezaei, S., Reihanian, A., Ehsani- Chimeh, E., & Davoudi- Kiakalayeh, A. (2021). Utilization and expenditures on traditional and herbal medicines in Iran: 2009–2016. *Journal of Herbal Medicine*, 25, 100414. <https://doi.org/10.1016/j.hermed.2020.100414>
- Judith, O., Ijeoma, O., Ekere, K., Isaac, A., Christianah, I., Olubunmi, O., & Martins, E. (2016). Popularity and customer preferences for herbal medicines in Nigeria: A Questionnaire Based Survey. *Humanities and Social Sciences Letters*, 4(3), 69–76. <https://doi.org/10.18488/journal.73/2016.4.3/73.3.69.76>
- Kementerian Kesehatan Republik Indonesia. (2019). Perkembangan Obat Tradisional di Indonesia.
- Kementrian Kesehatan Republik Indonesia. (2017). *Ristoja (Riset Tanaman Obat dan Jamu) 2017*.
- Kementrian Industri Republik Indonesia. (2020). Indonesia Standard Industrial Classification 2020
- Kementrian Perdagangan Republik Indonesia. (2009). *LAPORAN AKHIR - BPPP*. [http://bPPP.kemendag.go.id/media\\_content/2017/07/Kajian\\_Jamu.pdf](http://bPPP.kemendag.go.id/media_content/2017/07/Kajian_Jamu.pdf).
- Market Research Future. (2019). (publication). *Global Herbal Medicine Market*.
- Media Rokom. (2019, August 21). *Kemenkes Dorong Pengembangan Industri Obat Tradisional*. Sehat Negeriku. <https://sehatnegeriku.kemkes.go.id/baca/rilis-media/20190820/5431405/kemenkes-dorong-pengembangan-industri-obat-tradisional/>.
- Ratner, B. (2011). The Correlation Coefficient: Its Values Range between Plus/Minus 1, or Do They? *Statistical and Machine-Learning Data Mining*, 116–123. <https://doi.org/10.1201/b11508-11>

Rungsisawat, S., & Sirinapatpokin, S. (2019). *Impact of Brand Equity on Consumer Purchase Intent*.

[https://doi.org/ISSN 1315-5216 / ISSN-e: 2477-9555](https://doi.org/ISSN%201315-5216%20ISSN-e%3A2477-9555)

Stähle, P., & Stähle, S. (2016). R&D measurement methods and models. *R&D Measurement Methods and Models Fingrid Measure 1.0 / Phase 1 Review and Analysis of R&D Measurement Approaches, Version 12.9.2016*.

Sutherland, E. (2021, August 13). *Special effects: The power of exclusive product*. Drapers.

<https://www.drapersonline.com/news/special-effects-the-power-of-exclusive-product>.

World Health Organization. (2019). *WHO Global Report On Traditional And Complementary Medicine 2019*.