

DAFTAR PUSTAKA

- Adhi, I. S. (2020, Juni 17). *Penyebab Sakit Perut Saat Haid dan Cara Mengatasinya*. Retrieved Maret 3, 2021, from Kompas.com: <https://health.kompas.com/read/2020/06/17/180300368/penyebab-sakit-perut-saat-haid-dan-cara-mengatasinya?page=all>
- Adrian, d. K. (2021, Januari 26). *Penyebab Nyeri Haid yang Tidak Tertahankan dan Cara Mengatasinya*. Retrieved Maret 3, 2021, from Alodokter: <https://www.alodokter.com/penyebab-nyeri-haid-yang-tidak-tertahan>
- Afzali, M., & Ahmed, E. M. (2016). Exploring consumer doubt towards local new products innovation and purchase intention. *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 12 Iss 1 pp.
- AMPL, J. (2020, Mei 18). *Ada Apa Dengan MKM*. Retrieved Maret 11, 2021, from Jejaring AMPL: <http://www.jejaringampl.org/ada-apa-dengan-mkm/>
- Anindyaputri, I. (2020, November 5). *Semua yang Perlu Anda Tahu Sebelum Menggunakan Tampon*. Retrieved Maret 12, 2021, from Hello Sehat: <https://hellosehat.com/wanita/menstruasi/serba-serbi-menggunakan-tampon/#gref>
- Anuar, M., Omar, K., & Mohamad, O. (2013). Does Skepticism Influence Consumers Intention to Purchase Cause-related Products? *International Journal of Business and Social Science*, 4(5), 94–99.
- Ateke, B., & James, D. (2018). Consumer Knowledge and Purchase Intention of Healthcare Product Consumers in Rivers State. *Journal of Business and Law Research*, 6(January), 1–7.
- Augusta, E. D., Mardhiyah, D., & Widiastuti, T. (2019). Effect of country of origin image, product knowledge, brand familiarity to purchase intention Korean cosmetics with information seeking as a mediator variable: Indonesian women's perspective. *Dermatology Reports*, 11(S1), 7–10.

- Case, D. O., & Given, L. M. (2016). *Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior*. United Kingdom: Emerald Group Publishing Limited, 2016.
- Chandrashekar, M., Rotte, K., Tax, S. S., & Grewal, R. (2007). Satisfaction strength and customer loyalty. *Journal of Marketing Research*, 44(1), 153–163.
- Chiu, C. L., Wang, Q., Ho, H. C., Zhang, J., & Zhao, F. (2019). Metrosexual trend in facial care products: Analysis of factors that influence young Chinese men purchasing intention. *Journal of Global Fashion Marketing*, 10(4), 377–397.
- Debora. (2020, Maret 22). *5 Kelebihan Menstrual Cup Dibanding Pembalut*. Retrieved Maret 14, 2021, from Orami.co.id: <https://www.orami.co.id/magazine/kelebihan-menstrual-cup-dibanding-pembalut/>
- de Pechpeyrou, P., & Odou, P. (2012). Consumer Skepticism and Promotion Effectiveness. *Recherche et Applications En Marketing (English Edition)*, 27(2), 45–69.
- Diehl, S., Mueller, B., & Terlutter, R. (2007). Skepticism Toward Pharmaceutical Advertising in the U.S. and Germany. *Cross-Cultural Buyer Behavior*, 18, 31–60.
- Elmira, P. (2019, Juli 18). *Sampah Pembalut Menumpuk, Tertarik Beralih ke Produk yang Lebih Ramah Lingkungan?* Retrieved Maret 11, 2021, from Liputan6.com: <https://www.liputan6.com/lifestyle/read/4014749/sampah-pembalut-menumpuk-tertarik-beralih-ke-produk-yang-lebih-ramah-lingkungan>
- Fadila, I. (2020, April 25). *Berapa Lama Masa Pakai Menstrual Cup?* Retrieved Maret 15, 2021, from Hello Sehat: <https://hellosehat.com/wanita/menstruasi/masa-pakai-menggunakan-menstrual-cup/#gref>
- Fadli, d. R. (2020, Maret 24). *Seberapa Efektif Jahe untuk Redakan Nyeri Haid?* Retrieved Maret 3, 2021, from Halodoc: <https://www.halodoc.com/artikel/seberapa-efektif-jahe-untuk-redakan-nyeri-haid>
- Fernando, d. D. (2021, April 12). *Berbagai Pertimbangan Sebelum Memakai Menstrual Cup*. Retrieved Juni 4, 2021, from Hellosehat.com: <https://hellosehat.com/wanita/menstruasi/memakai-menstrual-cup/>

- Garrison, L. P., & Towse, A. (2017). Value-based pricing and reimbursement in personalised healthcare: Introduction to the basic health economics. *Journal of Personalized Medicine*, 7(3).
- Ghazali, E., Soon, P. C., Mutum, D. S., & Nguyen, B. (2017). Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39(August), 154–163.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 Edisi 9*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gineikiene, J., Kiudyte, J., & Degutis, M. (2017). Functional, organic or conventional? Food choices of health conscious and skeptical consumers. *Baltic Journal of Management*, 12(2), 139–152.
- Griffin, R. J., Dunwoody, S., & Neuwirth, K. (1999). Proposed model of the relationship of risk information seeking and processing to the development of preventive behaviors. *Environmental Research*, 80(2 II), 230–245.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. In *Neuromarketing in India: Understanding the Indian Consumer*. Pearson Education Limited.
- Halodoc, R. (2019, Mei 28). *Ini Bahaya Tidak Membersihkan Menstruasi dengan Bersih*. Retrieved Maret 3, 2021, from Halodoc.com: <https://www.halodoc.com/artikel/bahaya-tidak-membersihkan-menstruasi-dengan-bersih>
- Hanzaee, K. H., & Taghipourian, M. J. (2012). The effects of brand credibility and prestige on consumers purchase intention in low and high product involvement. *Journal of Basic and Applied Scientific Research*, 2(2), 1281–1291.
- Harris, K. (2020, Maret 2). *Spotlight Indonesia: Myths and menstrual taboos*. Retrieved Maret 15, 2021, from The Jakarta Post: <https://www.thejakartapost.com/life/2020/03/02/spotlight-indonesia-myths-and-menstrual-taboos.html>
- Hawass, H. H. (2013). "Brand trust: implications from consumer doubts in the Egyptian mobile phone market. *Journal of Islamic Marketing*, Vol. 4 Iss 1 pp. 80 - 100. Retrieved Maret 29, 2021

- Herlinawati, M. (2019, Mei 28). *AMPL dorong peningkatan manajemen kebersihan menstruasi*. Retrieved Maret 3, 2021, from Antara News: <https://www.antaraneews.com/berita/890883/ampl-dorong-peningkatan-manajemen-kebersihan-menstruasi>
- Hidayah, M. (2019, Oktober 4). *Haruskah Beralih ke Menstrual Cup Untuk Mengurangi Pemanasan Global?* Retrieved Maret 14, 2021, from Beautynesia: <https://www.beautynesia.id/berita-food/haruskah-beralih-ke-menstrual-cup-untuk-mengurangi-pemanasan-global/b-123439>
- Hikmah, I. (2017, November 5). *3 Fakta Soal Tampon dan Alasan Kenapa Tampon Kurang Populer di Indonesia*. Retrieved Maret 11, 2021, from CewekBanget.id: <https://cewekbanget.grid.id/read/06866407/3-fakta-soal-tampon-dan-alasan-kenapa-tampon-kurang-populer-di-indonesia?page=all>
- Huy Tuu, H., & Ottar Olsen, S. (2012). Certainty, risk and knowledge in the satisfaction purchase intention relationship in a new product experiment. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 78–101.
- Hypeauditor. (2021, Juni 29). *Titan Tyra Instagram Stats and analytics*. Retrieved Juni 30, 2021, from Hypeauditor.com: <https://app.hypeauditor.com/preview/titantlyra/>
- Ideoworks. (2020, Juni 26). *Alasan Influencer Marketing Jadi “Game Changer” dalam Bisnis*. Retrieved Juni 1, 2021, from Ideoworks.id: <https://ideoworks.id/alasan-influencer-marketing-jadi-game-changer-dalam-bisnis/>
- Imron, M. (2018, September 24). *Zero Waste Pep Talk with Gitte Dalberg-Larsen: Denmark, Entrepreneurship, and Women Hygiene*. Retrieved Mei 1, 2021, from Zerowaste.id: <https://zerowaste.id/zero-waste-pep-talk/zero-waste-pep-talk-with-gitte-dalberg-larsen-denmark-entrepreneurship-and-women-hygiene/>
- Joseph, N. (2019, Juni 21). *Pembalut vs Tampon, Apa Bedanya? Mana yang Lebih Baik?* Retrieved Maret 11, 2021, from Hello Sehat: <https://hellosehat.com/wanita/menstruasi/bedanya-pembalut-atau-tampon/#gref>
- Josiassen, A., Lukas, B. A., & Whitwell, G. J. (2008). Country-of-origin contingencies. *International Marketing Review*, 25(4), 423–440.
- Kahraman, A., & Kazançoğlu, İ. (2019). Understanding consumers’ purchase intentions toward natural-claimed products: A qualitative research in personal

- care products. *Business Strategy and the Environment*, 28(6), 1218–1233.
- Kakkos, N., Trivellas, P., & Sdrolias, L. (2015). Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Consumers. *Procedia - Social and Behavioral Sciences*, 175, 522–528.
- Kartika, D. (2020, Maret 6). *Dipakai Sebagai Anestesi Lokal, Harga Etil Klorida Spray Variatif*. Retrieved Mei 8, 2021, from Kursrupiah.com: <https://kursrupiah.net/harga-etil-klorida-spray-semprot/24347/>
- Kemp, S. (2020, Februari 18). *DIGITAL 2020v: INDONESIA*. Retrieved Juni 2, 2021, from Datareportal.com: <https://datareportal.com/reports/digital-2020-indonesia>
- Khairani, N. (2020, November 13). *10 Rekomendasi Menstrual Cup Terbaik (Terbaru Tahun 2020)*. Retrieved Maret 14, 2021, from Mybest: <https://mybest.id/136549>
- Kholifah, A. N. (2018, Mei 25). *Panduan Orangtua Dampingi Anak Saat Awal Menstruasi*. Retrieved Februari 28, 2021, from Viva.co.id: https://www.viva.co.id/gaya-hidup/parenting/1039900-panduan-orangtua-dampingi-anak-saat-awal-menstruasi?page=2&utm_medium=selanjutnya-2
- Kittikowit, S., Suwanabubpa, K., & Sithisomwong, S. (2018). *Factors Influencing Purchase Intention On Cosmetic Products Of Female Consumers In Yangon, Myanmar*. 1(2)(2), 77 – 90.
- Koja-Odongo, R., & Mostert, R. (2006). Information seeking behaviour : a conceptual framework. *South African Journal of Libraries and Information Science*, 72(3), 145–158.
- Koslow, S. (2000). Can the truth hurt? How honest and persuasive advertising can unintentionally lead to increased consumer skepticism. *Journal of Consumer Affairs*, 34(2), 245–267.
- Kusmaharani, A. S., & Halim, R. E. (2020). Social Influence and Online Impulse Buying of Indonesian Indie Cosmetic Products. *Mix Jurnal Ilmiah Manajemen*, 10(2), 237.
- Legendre, T. S., Jo, Y. H., Han, Y. S., Kim, Y. W., Ryu, J. P., Jang, S. J., & Kim, J. (2019). The impact of consumer familiarity on edible insect food product purchase and expected liking: The role of media trust and purchase activism. *Entomological*

Research, 49(4), 158–164.

- Leonidou, C. N., & Skarmeas, D. (2017). Gray Shades of Green: Causes and Consequences of Green Skepticism. *Journal of Business Ethics*, 144(2), 401–415.
- Lin, L.-Y., & Cheng, J.-H. (2005). Extrinsic product performance signaling, product knowledge and Customer Satisfaction: An Integrated Analysis—An Example of Notebook Consumer Behavior in Taipei City. *Fu Jen Management Review*, Vol. 12 No. 1, pp. 65-91.
- Lin, N.-H. (2007). *The Effect of Brand Image and Product Knowledge on Purchase Intention*. *Journal of International Management Studies*, January, 121–132. August, 121–132.
- Lin, W. B. (2008). Investigation on the model of consumers' perceived risk-integrated viewpoint. *Expert Systems with Applications*, 34(2), 977–988.
- Maharani, A. (2020, Februari 12). *Agar Tak Salah, Ini Tips Menggunakan Pembalut Kain*. Retrieved Maret 12, 2021, from Klikdokter.com: <https://www.klikdokter.com/info-sehat/read/3637124/agar-tak-salah-ini-tips-menggunakan-pembalut-kain>
- Mahardini, K. N. (2021, Maret 5). *Penting Perhatikan 5 Hal Ini Sebelum Menggunakan Pembalut Kain!* Retrieved Maret 12, 2021, from Kompas.com: <https://www.kompas.com/parapuan/read/532588133/penting-perhatikan-5-hal-ini-sebelum-menggunakan-pembalut-kain>
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation, 6th Edition*. Pearson; 6th edition (July 7, 2009).
- Martin, C. (2017, Maret 17). *Kenapa Ya di Indonesia Tampon Kalah Populer Dibanding Pembalut?* Retrieved Maret 11, 2021, from Vice.com: <https://www.vice.com/id/article/z4k4d5/kenapa-ya-di-indonesia-tampon-kalah-populer-dibanding-pembalut>
- Moslehpour, M., Wong, W. K., Van Pham, K., & Aulia, C. K. (2017). Repurchase intention of Korean beauty products among Taiwanese consumers. *Asia Pacific Journal of Marketing and Logistics*, 29(3), 569–588.
- Nada, E. (2020, Oktober 22). *Ramah Lingkungan, Ini 3 Rekomendasi Pembalut Kain yang Bisa Kita Coba!* Retrieved Maret 12, 2021, from Cewekbanget.id:

<https://cewekbanget.grid.id/read/062393930/ramah-lingkungan-ini-3-rekomendasi-pembalut-kain-yang-bisa-kita-coba?page=all>

- Nurhayati, D. (2020, Agustus 5). *Tips Memilih Menstrual Pad yang Tepat untuk Pemula*. Retrieved Maret 12, 2021, from Beautynesia: <https://www.beautynesia.id/berita-health/tips-memilih-menstrual-pad-yang-tepat-untuk-pemula/b-155271>
- Nurin, F. (2020, November 20). *Haid (Menstruasi)*. Retrieved Februari 26, 2021, from Hello Sehat: <https://helohehat.com/wanita/menstruasi/haid-menstruasi/#gref>
- Obermiller, C., & Spangenberg, E. R. (1998). Development of a scale to measure consumer skepticism toward advertising. *Journal of Consumer Psychology*, 7(2), 159–186.
- Oke, A. O., Kamolshotiros, P., Popoola, O. Y., Ajagbe, M. A., & Olujobi, O. J. (2016). Consumer behavior towards decision making and loyalty to particular brands. *International Review of Management and Marketing*, 6(4), 43–52.
- Pilelienė, L., & Šontaitė-Petkevičienė, M. (2014). The Effect of Country-of-origin on Beauty Products Choice in Lithuania. *Procedia - Social and Behavioral Sciences*, 156(April), 458–462.
- Puji, A. (2020, November 20). *Siklus Menstruasi yang Normal Itu Seperti Apa, Sih?* Retrieved Februari 26, 2021, from Hello Sehat: <https://helohehat.com/wanita/menstruasi/tanda-siklus-menstruasi-normal/#gref>
- Pusparisa, Y. (2020, November 23). *Masyarakat Paling Banyak Mengakses Informasi dari Media Sosial*. Retrieved Juni 2, 2021, from Databoks.katadata.co.id/: <https://databoks.katadata.co.id/datapublish/2020/11/23/masyarakat-paling-banyak-mengakses-informasi-dari-media-sosial>
- Putri, G. S. (2019, Agustus 28). *Peneliti Perancis Temukan Efek Buruk Penggunaan Menstrual Cup*. Retrieved Maret 18, 2021, from Kompas.com: <https://sains.kompas.com/read/2019/09/28/203500323/peneliti-perancis-temukan-efek-buruk-penggunaan-menstrual-cup?page=all>
- Rahayu, E. M. (2020, November 13). *Website “Charm Girl’s Talk” Edukasi Menstruasi Untuk Remaja Putri*. Retrieved Februari 28, 2021, from SWA

Online Magazine: <https://swa.co.id/swa/trends/website-charm-girls-talk-edukasi-menstruasi-untuk-remaja-putri>

- Rao, A. R., & Monroe, K. B. (1988). The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations. *Journal of Consumer Research*, 15(2), 253.
- Ratnasari, E. D. (2017, Mei 30). *Tips Menjaga Kebersihan Selama Menstruasi*. Retrieved Maret 3, 2021, from CNN Indonesia: <https://www.cnnindonesia.com/gaya-hidup/20170529202531-255-218100/tips-menjaga-kebersihan-selama-menstruasi>
- Revitasari, F. (2018, September 7). *Tampon, Pembalut, Menstrual Cup & Reusable Pad, Mana yang Terbaik?* Retrieved Maret 11, 2021, from IDN Times: <https://www.idntimes.com/life/women/vita/tampon-pembalut-menstrual-cup-reusable-pad-1/2>
- Rokom. (2017, Mei 27). *Manajemen Kebersihan Menstruasi Perlu Dipahami*. Retrieved Maret 3, 2021, from Sehat Negeriku Kementerian Kesehatan: <https://sehatnegeriku.kemkes.go.id/baca/rilis-media/20170526/5821018/manajemen-kebersihan-menstruasi-perlu-dipahami/>
- Romani, S. (2006). Price misleading advertising: Effects on trustworthiness toward the source of information and willingness to buy. *Journal of Product and Brand Management*, 15(2), 130–138.
- Saaksjarvi, M., & Morel, K. P. (2010). The development of a scale to measure consumer doubt toward new products. *European Journal of Innovation Management*, 13(3):272-293.
- Saffana, N. (2020, Maret 2). *Menuai Kontroversi, Ini Kata Wanita Soal Penggunaan Menstrual Cup*. Retrieved Juni 4, 2021, from Herstory.co.id: <https://herstory.co.id/read912/menuai-kontroversi-ini-kata-wanita-soal-penggunaan-menstrual-cup>
- Samiadi, L. A. (2021, Januari 7). *Toxic Shock Syndrome*. Retrieved Maret 11, 2021, from Hello Sehat: <https://hellosehat.com/infeksi/infeksi-bakteri/toxic-shock-syndrome/#gref>

- Sasetyaningtyas, D. (2018, Agustus 24). *3 Alasan Berhenti Menggunakan Pembalut Sekali Pakai*. Retrieved Maret 4, 2021, from Sustaination: <https://sustaination.id/stop-menggunakan-pembalut-sekali-pakai/>
- Scaccia, A. (2019, April 9). *Everything You Need to Know About Using Menstrual Cups*. Retrieved Maret 14, 2021, from Healthline.com: <https://www.healthline.com/health/womens-health/menstrual-cup>
- Seo, S. (Sunny), Kim, K., & Nurhidayati, V. A. (2020). Satisfaction and purchase intention of imported fresh fruits based on familiarity: a case of Korean pears in Taiwan. *British Food Journal*, *122*(9), 2895–2910.
- Skarmeas, D., & Leonidou, C. N. (2013). When consumers doubt, Watch out! The role of CSR skepticism. *Journal of Business Research*, *66*(10), 1831–1838.
- Sustaination, A. (2020, Juni 10). *Manajemen Kebersihan Menstruasi bersama AMPL*. Retrieved Maret 11, 2021, from Sustaination: <https://sustaination.id/manajemen-kebersihan-menstruasi-bersama-ampl/>
- Song, Y., Guo, S., & Zhang, M. (2019). Assessing customers' perceived value of the anti-haze cosmetics under haze pollution. *Science of the Total Environment*, *685*, 753–762.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, *26*(2), 53–66.
- Swani, K., & Yoo, B. (2010). Interactions between price and price deal. *Journal of Product and Brand Management*, *19*(2), 143–152.
- Swari, R. C. (2020, Maret 20). *Mana Lebih Baik: Pembalut, Tampon, atau Menstrual Cup?* Retrieved Maret 4, 2021, from Hello Sehat: <https://hellosehat.com/wanita/menstruasi/pakai-pembalut-tampon-menstrual-cups/#gref>
- Tashandra, N. (2020, November 13). *Usia Berapa Anak Memerlukan Edukasi Menstruasi?* Retrieved Februari 28, 2021, from Kompas.com: <https://lifestyle.kompas.com/read/2020/11/13/063000920/usia-berapa-anak-memerlukan-edukasi-menstruasi-?page=all>
- Tesser, A., Campbell, J., & Mickler, S. (1983). The role of social pressure, attention to the stimulus, and self-doubt in conformity. *European Journal of Social Psychology*, *13*(3), 217–233.

- Tiyay. (2018, September 20). *Kenalan Yuk Sama Tampon, Saingan Pembalut yang Kalah Populer di Indonesia*. Retrieved Maret 11, 2021, from Kumparan.com: <https://kumparan.com/tiyay/kenalan-yuk-sama-tampon-saingan-pembalut-yang-kalah-populer-di-indonesia-1537461037760968361/full>
- Ulfah, S. (2019, Mei 2019). *Menstrual Cup: Cara Pakai, Manfaat, dan Efek Samping*. Retrieved Juni 4, 2021, from Popmama.com: <https://www.popmama.com/life/health/sarraah-ulfah/menstrual-cup-cara-pakai-manfaat-dan-efek-samping/1>
- Utami, D. D. (2020, Juli 1). *Menjaga Kebersihan Menstruasi di Saat Pandemi COVID-19*. Retrieved Maret 10, 2021, from Girls Beyond: <https://girlsbeyond.com/2020/07/01/stories/menjaga-kebersihan-menstruasi-saat-pandemi/>
- Wang, A., & Lin, C. (2011). Effects of content class with endorsement and information relevancy on purchase intention. *Management Research Review*, 34(4), 417–435.
- Wang, S., Wang, J., Yang, F., Wang, Y., & Li, J. (2018). Consumer familiarity, ambiguity tolerance, and purchase behavior toward remanufactured products: The implications for remanufacturers. *Business Strategy and the Environment*, 27(8), 1741–1750.
- Wee, C., Ariff, M., Zakuan, N., Tajudin, 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.
- Welle, D. (2019, November 11). *Menstrual Cup Makin Populer, Lebih Baik daripada Pembalut?* Retrieved Maret 14, 2021, from DetikNews: <https://news.detik.com/dw/d-4780120/menstrual-cup-makin-populer-lebih-baik-daripada-pembalut>
- Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39.
- Yu, J. P., Dutta, P. K., & Pysarchik, D. T. (2007). The Impact of Reference Groups and Product Familiarity on Indian Consumers' Product Purchases. *Journal of Global Academy of Marketing Science*, 17(2), 75–97.
- Zhang, Z., & Hou, Y. (2017). The effect of perceived risk on information search for innovative products and services. *Journal of Consumer Marketing*, 34(3), 241–

254.

Zhu, W., Yao, N. (Chris), Ma, B., & Wang, F. (2018). Consumers' risk perception, information seeking, and intention to purchase genetically modified food: An empirical study in China. *British Food Journal*, *120*(9), 2182–2194.

Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2010). *Business Research Methods* Eight Edition. *Cengage Learning*, 668.