

DAFTAR PUSTAKA

- Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. Badan Pusat Statistik
- Caltech Edu. (n.d.). *Scientists uncover why you can't decide what to order for lunch*. Diakses pada 5 Desember 2024, dari <https://www.caltech.edu/about/news/scientists-uncover-why-you-cant-decide-what-order-lunch-83881>
- DKV, A. (2022, Mei 23). *10 makna warna berdasarkan psikologi dalam desain*. Mahcung. <https://machung.ac.id/artikel-prodi-dkv/makna-10-warna-berdasarkan-pskologi-dalam-desain/#:~:text=Perpaduan%20antara%20merah%20dan%20kuning,serta%20ketenangan%20dalam%20suatu%20hubungan>
- Dzikriyana. (n.d.) *Instagram ads: Cara beriklan, tips, dan biaya*. Diakses pada 9 Maret 2025, dari <https://www.revou.co/panduan-teknis/instagram-ads>
- Evans, S. (2023, Juli 18). *Importance of website imagery*. Skylark Creative. <https://skylarkcreative.co.uk/importance-of-website-imagery/#:~:text=Here%20are%20some%20key%20reasons,a%20lasting%20impact%20on%20users>
- Fahmi, R. A., & Mutiah, S. (2023). Komunikasi pemasaran model AISAS dalam strategi membangun reputasi brand Dailyhotels.id. *The Commercium: Jurnal Ilmu Komunikasi*, 7(1), 190–198. <https://doi.org/10.37166/commercium.v7i1.370>
- Fauzi, H. (2024, oktober 3). *Website mobile friendly: Definisi, cara cek, & fungsinya*. RNA. <https://rna.id/blog/mobile-friendly/>
- Herco Digital. (2024, Desember 14). *Perbedaan mobile web dan mobile apps, yuk intip!*. Herco Digital. <https://www.hercoigital.id/perbedaan-mobile-web-dan-mobile-apps-keunggulan-dan-kekurangan/#:~:text=Mobile%20website%20adalah%20halaman%20berbasis,ope rasi%2C%20jadi%20biayanya%20lebih%20rendah>
- Indeed. (2024, Agustus 16). *4 characteristics of a mobile-friendly website (with tips)*. Career Guide. <https://www.indeed.com/career-advice/career-development/mobile-friendly>

- Kotler, P., Keller, & Kevin L. (2016). *Marketing Management* (15th ed). Pearson Pretice Hall.
- Kreasi Ukasah. (n.d.). *Stand pameran exhibition*. Diakses pada 9 Maret 2025, dari https://www.kreasiukasah.co.id/sewa-booth-pameran/?gad_source=1&gbraid=0AAAAADuQaShHtqKjYKGGJqyT30OEsGGqZG&gclid=Cj0KCQjw7dm-BhCoARIsALFk4v_bUWMZ4KdAJRYdCVhZs_IdjdeiCaAVMyhq68tkYso-YjN7TVfslQoaAkVkeALw_wcB
- Landa, R. (2011). *Graphic design solution* (4th ed.). Wadsworth Cengage Learning.
- López, M. Y. (2015). Supergráfica. *EME Experimental Illustration, Art & Design*, (3), 74-87. <https://doi.org/10.4995/eme.2015.3381>
- Maruta, H. (2018). Analisis break event point (BEP) sebagai dasar perencanaan laba bagi manajemen. *JAS (Jurnal Akuntansi Syariah)*, 2(1), 9-28. <https://ejournal.isnjbengkalis.ac.id/index.php/jas/article/view/129>
- Metro TV. (n.d.). *Pengguna internet di Indonesia meningkat di 2024*. Metro TV News. Diakses pada 5 Desember 2024, dari <https://www.metrotvnews.com/play/b3JCrdQA-pengguna-internet-di-indonesia-meningkat-di-2024>
- Mundzir, A. (2021). *Digital marketing: Konsep dan strategi*. Penerbit Insania.
- Purwanto, A., & Pancawati, M. D. (2024). *Bagaimana memahami perkembangan, tren, dan lanskap bisnis kuliner indonesia kini?*. Kompas. <https://www.kompas.id/baca/riset/2024/08/26/bagaimana-memahami-perkembangan-tren-dan-lanskap-bisnis-kuliner-di-indonesia-saat-ini>
- Redaksi OCBC NISP. (2023, Oktober 9). *Apa itu advance payment? Ini arti, mekanisme & keuntungannya*. OCBC. <https://www.ocbc.id/id/article/2021/07/12/advance-payment-adalah>
- Stylist. (n.d.) *This is why you can't decide what to eat for dinner*. Diakses pada 5 Desember 2024, <https://www.stylist.co.uk/health/mental-health/why-cant-i-decide-what-to-eat-for-dinner/817274>
- Schulz, F., Schlereth, C., Mazar, N., & Skiera, B. (2021). Advance payment systems: Paying too much today and being satisfied tomorrow. *International Journal of Research in Marketing*, 38(1), 110–128. <https://doi.org/10.1016/j.ijresmar.2020.07.001>

The Decision Lab. (n.d.). *The paradox of choice - the decision lab*. Diakses pada 5 Desember 2024, dari <https://thedecisionlab.com/reference-guide/economics/the-paradox-of-choice>

Wheeler, A. (2018). *Designing brand identity: An essential guide for the whole branding team*. John Willey & Sons.

Wulandari, A., & Mulyanto, H. (2024). *Keputusan pembelian konsumen*. Penerbit PT Kimshafi Alung Cipta

