

## REFERENCE

Armielia, A. A., Iswariyadi, A., Alfian, E., & Prawira, O. (2023). Socialization of Standard Calculation of Recipes and Financial Recording of MSMES Dodol Tenjo Bogor. *Abdi Dosen: Jurnal Pengabdian Pada Masyarakat*, 7(3), 975-983.

Bisoffi, S. (2022). *Evolving preferences toward healthier and convenient foods. Journal of Consumer Behavior in Food Markets*.  
<https://www.frontiersin.org/articles/10.3389/fsufs.2021.650987/full>

Found, P.A., Mogale,D., Xu,Z. and Yang, J. (2022). *Supply chain disruptions in the global food industry post-pandemic. Journal of Food Economics*.  
<https://www.emerald.com/insight/content/doi/10.1108/JMTM-02-2022-0081/full/html>

Kazancoglu, Y. (2022). *Rising input costs and agribusiness vulnerability in emerging markets. International Journal of Agribusiness Studies*.  
<https://www.mdpi.com/2071-1050/14/1/143>

Nurdifah, A. (2024). *F&B investment reaches IDR 30.23 trillion in Q3 2024. Asian Journal of Industrial and Trade Policy*. <https://www.ibai.or.id/news/item/6441-ministry-of-industry-records-28-increase-in-food-beverage-sector-investment-in-q3-2024.html>

Nurdifah, A. (2024). *Indonesia's F&B sector sees continued growth. Journal of Southeast Asian Economic Development*. <https://www.ibai.or.id/news/item/6441-ministry-of-industry-records-28-increase-in-food-beverage-sector-investment-in-q3-2024.html>

Raidi. (2024). *Indonesia ranks 2nd in global instant noodle consumption (2023). Journal of Asian Food Consumption Trends*. Retrieved from <https://indonesiasentinel.com/top-10-instant-noodles-consuming-countries-indonesia-ranks-second/>

Rojas-Reyes, J. (2022). *Embedding sustainability in food industry strategy post-COVID*. *Journal of Sustainable Food Systems*.

[https://www.cell.com/heliyon/fulltext/S2405-8440\(24\)10761-X](https://www.cell.com/heliyon/fulltext/S2405-8440(24)10761-X)

Setiawan, M., Effendi, N., Indriastuti, R., Fahmi, M., & Budiono. (2022). *Innovation and dynamic productivity growth in the Indonesian food and beverage industry*. *Resources*, 11(11), 98. <https://doi.org/10.3390/resources11110098>

Sukoco, R. (2024). *Health trends reshape food innovation and demand for instant noodles*. *Southeast Asian Journal of Consumer Behavior*.

<https://seasia.co/infographic/southeast-asias-instant-noodle-consumption-2023>

Ud Din, A. (2022). *Digital acceleration in the food sector and e-commerce integration*. *Food Retail and Digital Transformation Journal*.

<https://www.mdpi.com/2071-1050/14/5/3074>



## APPENDIX

### Appendix A Survey results

Gender  
20 responses

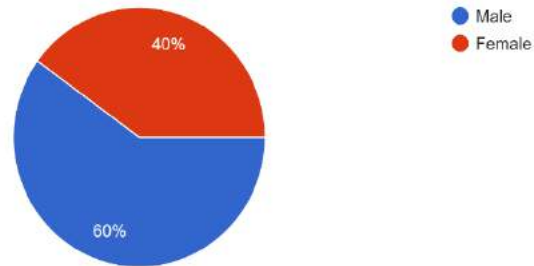


Chart 1.1 Gender of respondents

Age  
20 responses

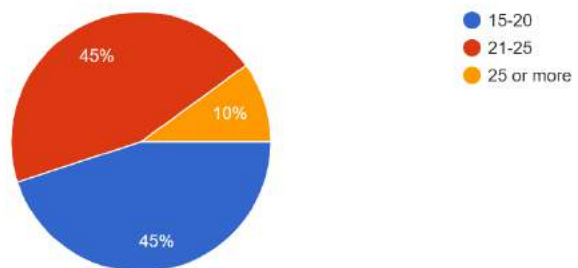


Chart 1.2 Age of the respondents

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

Domicile  
20 responses

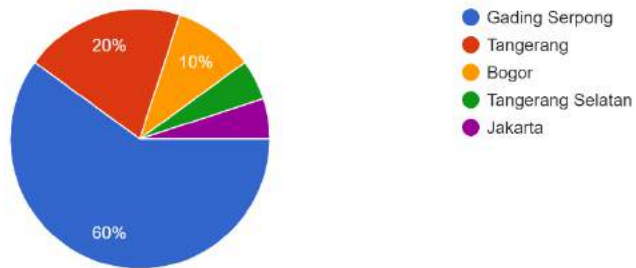


Chart 1. 3 Domicile of the respondents

Occupation  
20 responses

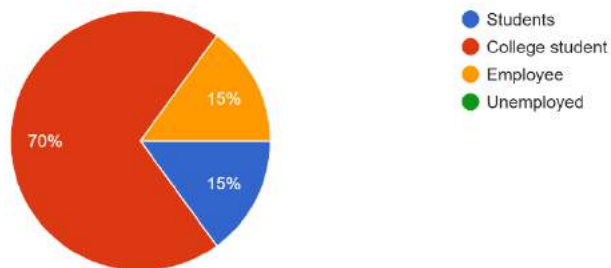


Chart 1.4 Occupation

Spending power (per month)  
20 responses

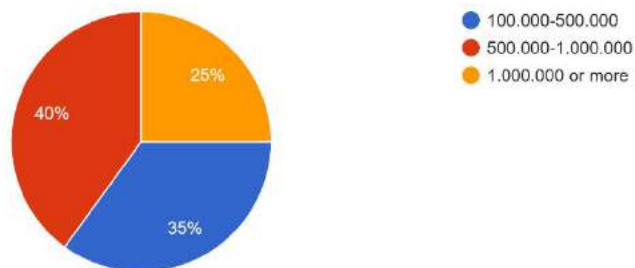


Chart 1.5 Pending Power

### Does looks matter ?

20 responses

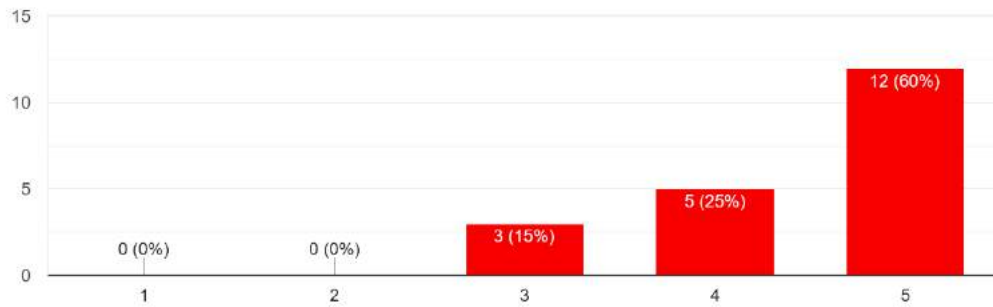


Chart 1.6 Looks

### Does packaging looks matter ?

20 responses

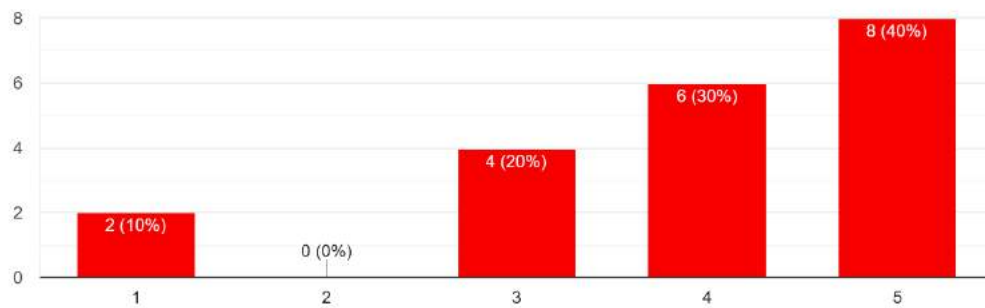


Chart 1.7 Packaging looks

### Does price matter ?

20 responses

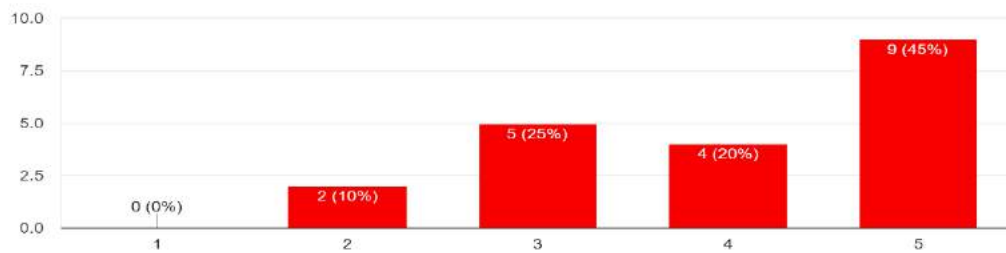


Chart 1.8 Price

Would you like to taste WeiLai's products ?

20 responses

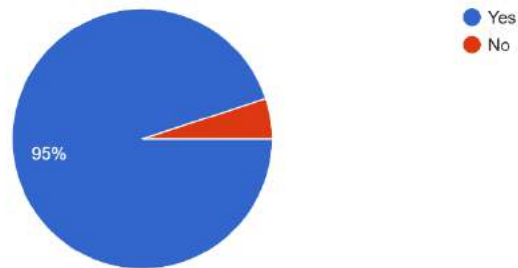


Chart 1.9 Product overview

How much would you pay for this ?

20 responses

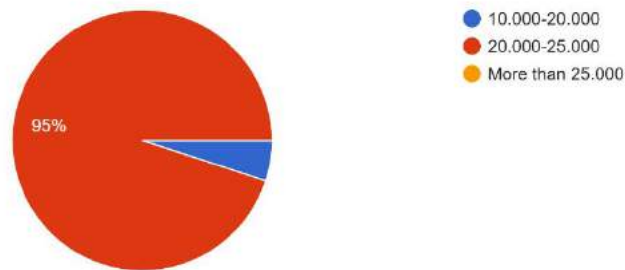


Chart 1.10 Product overview

How often do you dine out?

20 responses

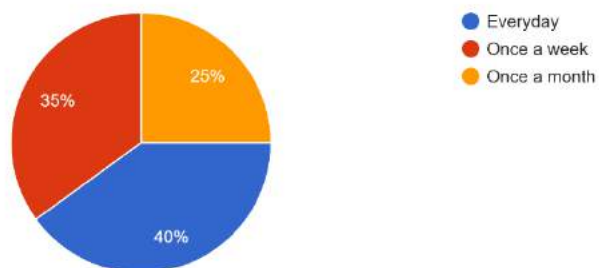


Chart 1.11 Customer behavior

What is most important to you when choosing a restaurant?

20 responses

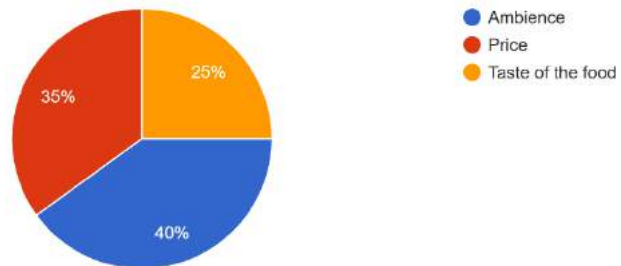


Chart 1.12 Customer behavior

## Appendix B Exhibition photo

Figure 1 Katsu noodle



Figure 2 Teriyaki noodle



*Figure 3 Charsiu noodle*



*Figure 4 KungPao noodle*



*Figure 5 Seafood noodle*

