

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Elder, R. S., & Krishna, A. (2021). The "visual depiction effect" in advertising: Facilitating embodied mental simulation through product orientation. *Journal of Consumer Research*, 38(6), 988-1003. <https://doi.org/10.1086/661531>
- Ranchhod, A., Zhou, F., Huang, M., & Zhang, J. (2023). *Food and social media: a research stream analysis*. *Management Review Quarterly*, 73(2), 567-595. <https://doi.org/10.1007/s11301-023-00330-y>
- Japiana, M., Saerang, D. P. E., & Pandowo, M. H. C. (2022). *The impact of brand identification, social media marketing, and brand satisfaction towards brand loyalty in the Indonesian food and beverage sector*. *International Journal of Economics, Business and Management Research*, 6(1), 234-251. https://www.researchgate.net/publication/367674509_Factor_Influencing_Brand_Loyalty_In_The_Indonesian_Food_And_Beverage_Sector
- Patel, K., Smith, L., & Thompson, D. (2023). Food photography and consumer expectations: A gap analysis. *Journal of Consumer Psychology*, 33(2), 156-172. <https://doi.org/10.1002/jcpy.1285>
- Sharma, R., & Singh, G. (2023). *Effectiveness of food photography and food styling as a marketing strategy*. *International Journal of Applied Research*, 9(2), 45-52. Retrieved from https://www.academia.edu/103285188/Effectiveness_of_Food_Photoshy_and_Food_Styling_as_a_Marketing_Strategy
- Wang, X., & Chen, Y. (2021). *The impact of food photography on menu attractiveness and restaurant choice*. *International Journal of Hospitality Management*, 92, 102736. <https://doi.org/10.1016/j.ijhm.2020.102736>

- Yang, S., Isa, S. M., & Ramayah, T. (2022). *Process vs. outcome: Effects of food photo types in online restaurant reviews on consumers' purchase intention*. *International Journal of Hospitality Management*, 102, 103161. <https://doi.org/10.1016/j.ijhm.2022.103161>
- Zomato. (2023). *Food trends report: How consumers choose restaurants in 2023*. Zomato Research Division. <https://www.zomato.com/blog/food-trends-report-2023>