

The Effect of Halal Certification, Product Quality and Price on the Purchase Decision of Make Over Cosmetics in Semarang Regency with Brand Image as an Intervening Variable

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Abstract

This study aims to determine the influence of halal certification, product quality and price on the purchase decision of Make Over products with brand image as an intervening variable. The research method used is quantitative using primary data. The research sample was 130 respondents who used Make Over products in Semarang Regency. The test uses path analysis to test the influence of intervening variables used to assess the relationship between three or more variables. The analysis tool used is SPSS 20. The results of the study show that simultaneously the variables of Halal Certification, Product Quality and Price have a significant positive effect on the brand image. However, halal certification and brand image have no effect on purchasing decisions, while product quality and price have a significant positive effect on purchasing decisions. Halal certification, product quality, and price do not have a significant effect on the purchase decision of Make Over products in Semarang Regency with brand image as an intervening variable.

Keywords: Halal Certification, Product Quality, Price, Purchase Decision, Brand Image

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I. Introduction

The phenomenon of a continuous increase in cosmetic products every year makes manufacturers make innovations from existing products by looking for the latest variations in terms of halal, quality, shape, price and other variants that may be different from other cosmetic products. There are many ways manufacturers lure consumers to like their cosmetic products, one of which is introducing products to consumers through social media. With so many products on the market, consumers need to pay attention to

the products to be purchased and ensure that the products are in accordance with the standards of the Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM). In addition, Muslim consumers need to pay attention to whether the cosmetic products they buy contain ingredients that are not allowed in Islam, which can interfere with prayer. The rules for the existence of halal cosmetics themselves have been determined by the MUI (Indonesia Ulema Council) in Regulation No. 33 of 2014 concerning Halal Product Guarantee. So, it is the obligation of Muslims to use products that are clearly halal.

BPS (Central Statistics Agency) data in 2020, shows that the Muslim population in Indonesia is estimated to reach 229,620,000 million people or around 90% of the existing population. Therefore, entrepreneurs are increasingly tempted to make a product that will be marketed with Islamic consumers as their target market, so that then various manufacturers want to display halal labels in their products. Referring to BPS data for Semarang Regency in 2020, as one of the areas with a majority Muslim population with a total of 972,866 people. This shows the large potential of the halal market in Semarang Regency.

Halal certification and halal labeling in Indonesia are carried out by LPPOM (Institute for the Assessment of Food, Drugs and Cosmetics) MUI. LPPOM-MUI pioneered the formation of the World Halal Council which was later used as the place where the world halal certification body was established in 1999. The task of this institution is to monitor various products that are circulated through the provision of halal certification for products that have been registered. Certified products have been checked for content and declared free from various elements that deviate from Islam, so that they can be determined halal for use and consumption (Wahyuningsih, 2019). Halal certification gives entrepreneurs an increase in their brand image, which will be more trusted by Islamic consumers. In addition to halal certification, entrepreneurs also register their products through BPOM to ensure that their products are useful and do not have harmful content for consumers.

Consumer satisfaction shows the quality of a cosmetic product. Quality is an element that is able to encourage consumers to form a strong relationship with the company. This bond in a long period of time is able to make the company better understand the needs and desires of consumers for the product. If consumers are satisfied with the quality of a product, it will make the perception in the eyes of the public of the product have very good quality and can provide satisfaction to its consumers (Basith, 2014).

One of the local cosmetics that has quite stolen the attention of consumers is Make Over, which has produced various types of quality make-up at affordable prices. The price of Make over cosmetics is quite affordable with very good product quality compared to other cosmetics. Many students or people who have worked using this product do not look at the price but look at the quality of Make Over cosmetics. This Make Over product is also widely used by MUAs for talents who need their services (Rahayu, 2018). According to Kotler in the research journal Hartono (2015), a purchase decision is a behavior of consumers in compiling references from various brands in a product category and choosing to make purchases on products that consumers like. In Islam, the best decision making is to buy what is needed right now.

According to Kotler (Rahayu, 2018) shopping activities will lead to a decision to buy a product. This decision is an action that consumers take, whether they make a purchase or not. This action has an impact on the existence of a product, namely whether or not the product is sold on the market. Kotler et al. (Rahayu, 2018) explained, there are a

number of roles in a purchase decision, including intigators, influencers, decider, buyers, and users. Initiator is an individual who gives ideas to buy, an initiator mindset that gives an open mind to consume products. Influencers are those who influence purchasing decisions based on various existing alternatives. Decider is to form a decision on the product, which is also a determinant in the purchase. A buyer is an individual who transacts in a purchase in order to be able to obtain the intended product. Users are individuals who use products that have been obtained previously. A number of these roles can be carried out by one individual or many at once (Rahayu, 2018).

Marketing is very crucial in continuing the shopping cycle of a product. The brand itself also has a position in determining the success of a marketing, if a brand is good, it can also bring a good influence to a product (Rahayu, 2018). Tjiptono (2011) explained, brand image is a description related to associations and consumers' confidence in a brand. Often the image of a brand is associated with the image of the product. Brand image is what consumers feel or think about when they see or hear a brand. A brand that is also able to act as a foundation in forming a good image for the company (Hartono, 2015).

To strengthen this research, a previous study was obtained by Muizzudin and Siti Amelia Kisti (2020) "The Effect of Halal Certification, Brand Image and Price on Purchase Decisions of Sosro Bottled Tea Drinks (Case Study on Islamic Village Higher Education Students)" with the results of halal certification having a significant positive effect on purchase decisions. Students before purchasing packaged drinks first find out and see if the drink is halal, where Sosro Bottle Tea is among those that have halal certification. Second, a study conducted by Syafira Kurnia Pertiwi (2020) entitled "Analysis of the Influence of Halal Certification, Store Atmosphere and Service Quality on Consumer Purchase Decisions Using the Partial Least Square Method (Case Study of Mie Kudus Malang)" which states that halal certification variables have an insignificant relationship with consumer purchase decisions and halal certification variables have a positive relationship with purchase decisions, Where there is or is no halal certification does not matter, but if there is halal certification, it is better.

In addition to the halal aspect in a product, product quality also plays an important role in purchasing decisions. The research that influenced the purchase decision that had been carried out by the previous research was Dhio Rayen Rawung et al. (2015) with the title "Analysis of Product Quality, Brand and Price on the Decision to Purchase Suzuki Motorcycles at PT. Sinar Galesong Pratama Manado" which stated that product quality does not affect the purchase decision. Elin Intan Anggraini et al. (2019) on "The Influence of Product Quality and Price on Purchase Decisions (Survey on Buyers Who Also Use Wardah Cosmetics at Wardah Matahari Counter Department Store Malang Town Square)" obtained the results of the F and t tests showing that product quality has a significant partial influence on the variables of purchase decisions.

Not only the halal aspect and product quality, the price is also an aspect that consumers see. This is evidenced by the research of Fenti Mayang Sari et al. (2018) "The Influence of Halal Labels and Prices on the Decision to Buy Wardah Cosmetic Products (Study on Students of the University of Bengkulu Management Study Program)" which shows that price has a less significant influence on purchasing decisions, which is obtained through the calculation value of $-0.06379 < 2.04841$ from the t-table. Furthermore, Dea Oktafiani (2018) on "The Influence of Product Quality, Price and Halal Labels on Purchase Decisions of Wardah Cosmetic Products in Surabaya" found that price has a significant

and positive influence on purchase decisions.

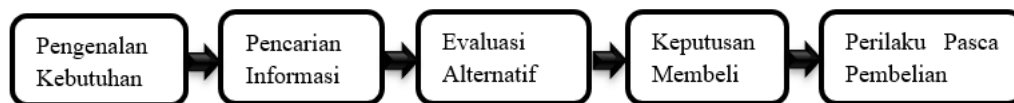
Brand image is also one of the goals for researchers to find out the results obtained from previous research that are not yet relevant. This is evidenced by Lubis' (2017) research on "The Influence of Brand Image and Price on Purchase Decisions at the Sukma College of Management Sciences" with the results that brand image does not affect purchase decisions. As well as Octaviona's (2016) research on "The Influence of Brand Image and Price Perception on Device Purchase Decisions at Suryaphone Store Samarinda" obtained the results of a significant influence between brand image and purchase decisions.

Based on the above phenomenon and based on the inconsistent results of previous research, it is necessary to carry out a follow-up study entitled "The Influence of Halal Certification, Product Quality, and Price on Purchase Decisions with Brand Image as an Intervening Variable (Case Study of Make Over Cosmetics Consumers in Semarang Regency)" by adding the brand image variable as an intervening variable, then the influence of independent or dependent variables that the researcher can find out use it on the Make Over Cosmetics Consumer sample in Semarang Regency. The reason for conducting a case study on the product is because there are still several previous studies that have not been consistent with halal certification, product quality and price through product brand image, and there is still a lack of research on halal certification for the product.

II. Literature Review

2.1. Purchase Decision

Kotler & Keller (2009:106) explained that the purchase decision is the stage of determining the purchase decision, where the consumer will actually make the purchase, decide what they want based on their needs, where they want to make the purchase, how much, when, and why the consumer makes the purchase. Nugroho Setiadi explained that the purchase decision is an integration stage that combines knowledge and attitudes in determining two or more alternatives and making a choice on one of them (Rahmi, 2018). According to Suharno & Sutarso (2010:94) Consumers go through various stages in the purchase process. The stages of this purchase include:



Source : Suharno & Sutarso (2010)

Picture 1. Consumer Buying Process

The indicators of the purchase decision include:

- 1) The needs that consumers feel.
- 2) Activities before making purchases.
- 3) Behavior when consuming products.
- 4) Post-purchase behavior (Harahap, 2015).

2.2. Halal Certification

Halal certification is a document that has been released from an Islamic institution that states that what is contained in the product meets the Islamic rules defined by the certification body (Fauzia et al., 2019). This certification will ensure a sense of security

for Muslims so that they can consume products in line with Islamic recommendations. This certification is a fatwa written by the MUI and states the halalness of a product. The Institute for the Study of Food, Drugs and Cosmetics (LPPOM) and the fatwa commission issued halal guarantees for Islamic consumers with an instrument that explained that a product is halal (Rizki, 2020).

2.3. Product Quality

Tjiptono (2008:95) explained that a product is all things that producers can offer to the market to be recognized, sought, requested, bought, consumed, or used to meet market desires and needs. Kotler and Keller explained that quality is a set of characteristics and features of a service or product that depends on its capabilities in meeting an implied or stated need (Rahmi, 2018). Kotler and Keller (2009:180) explained, because the quality of the product is focused on consumers, manufacturers will try to provide the best quality in their services and products so that they are able to adjust to consumer desires. It can be said that product quality is an effort to meet or exceed the wishes of consumers if the product has quality that meets the quality standards that have been set (Rahmi, 2018).

2.4. Price

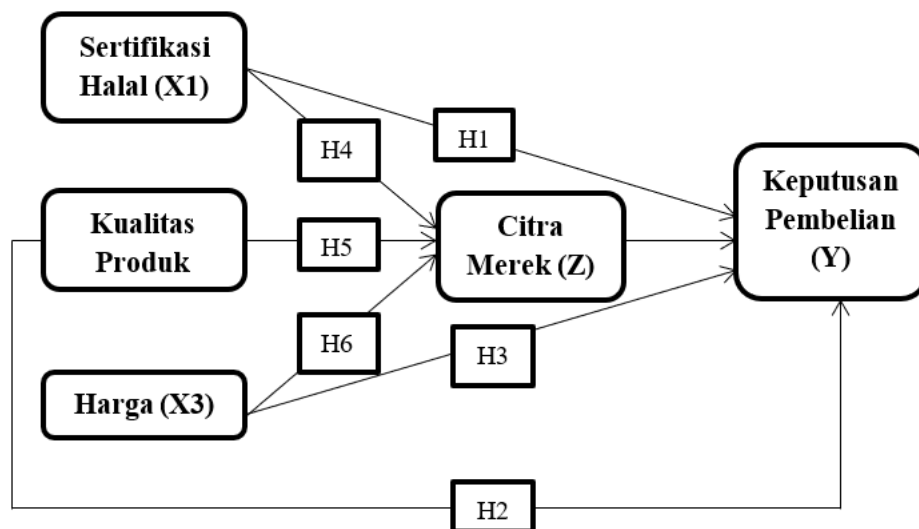
Pricing is very crucial for producers in marketing the products they produce. When the price determination is not in harmony with the state of the product, it tends to cause problems for producers (Sunnyoto, 2014). When manufacturers exaggerate products and quality is not met, consumers will give up and try to buy other similar products. Conditions like this can cause producers to lose money (Amalia, 2019). Michael J. Etzel explained price as a value expressed through exchange rates or other monetary media as a medium of exchange. Tjiptono explained that price is a lot of money that consumers need to give so that they can get a variety of product options that have been provided by sellers (Amilia, 2017).

2.5. Brand Image

Alma Buchari (2000) explained that brand image is an impression that is noticed and known about a group of people or things, whether it is a company or its product. According to Ferina (2008), brand image is a view of a brand which is the consumer's mind about a product name or brand as a belief related to the brand. According to this definition, it can be interpreted that brand image is a view of the brand that is already inherent in the minds of consumers. Hearing a brand allows consumers to identify a product. A positive brand image will play an important role when marketing the product.

2.6. Hypothesis

The model of the research analysis is as follows:



Source : Researcher Processed (2022)

Picture 2. Analysis Model

Based on the figure above, the research hypothesis is formulated as follows:

- H1. Halal certification has a positive and significant effect on the brand image.
- H2. Product Quality has a significant positive effect on the brand image.
- H3. Price has a significant positive effect on the brand image.
- H4. Halal certification has a significant effect on purchasing decisions.
- H5. Product quality has a significant effect on purchasing decisions.
- H6. Price has a positive and significant effect on purchase decisions.
- H7. Brand image has a significant effect on purchase decisions.
- H8. Halal certification has a significant effect on purchasing decisions with brand image
- H9. Product quality has a significant effect on purchasing decisions with brand image as an intervening variable.
- H10. Price affects the decision to buy with the brand image

III. Method and Material

The research was conducted using quantitative methods. This study seeks to understand how halal certification variables, product quality, and price affect purchasing decisions, and uses brand image to be an intervening variable. Supranto (Adriyatu and Indriani, 2017) explained, if the number of population cannot be known with certainty, then the formula can be used:

$$n = ((Z\alpha/2\sigma)/\epsilon)^2$$

Information:

n = Number of samples

$Z\alpha/2$ = Normal distribution level in a significant level of 5% = 1.96

ϵ = tolerable margin of error and specified by 5%

s = Standard deviation of the population (estimated sample through representative $0.5 \times 0.5 = 0.25$)

Then the calculation can be carried out:

$$n = ((Z\alpha/2\sigma)/\epsilon)^2$$

$$n = (((1,96).(0,25))/0,05)^2$$

$$n = 96.04$$

So that the sample taken is as many as 100 individuals. The sampling method uses a targeted random sampling method. Sugiyono (2015), explained that the sampling target is a sampling method through a consideration. The sample criteria for this study are people who use Make Over products and are domiciled in Semarang Regency.

The scale used in this study is a likert scale with 5 assessment criteria. Score 1 for Strongly Disagree to 5 Strongly Agree. The analysis technique used is *path analysis* using *SPSS 20 software*.

Table 1. Operational Definition of Research Variables

No.	Variable	Definition	Indicator
1.	Halal Certification	Halal certification is a document that has been issued by an Islamic organization that states that what is listed in the product meets the Islamic	1) Picture 2) Writing 3) Combination of image and text 4) Sticking to the packaging

		rules defined by the certification body. (Fauzia dkk, 2019)	
2.	Product Quality	Product quality rests on consumers, where it can be stated that producers are able to provide quality if their products are able to exceed or at least meet consumer desires.(Rahmi, 2018)	1) Performance 2) Product diversity (<i>Features</i>) 3) Keandalan (<i>Reliability</i>) 4) Conformance 5) Durability 6) Serviceability 7) Estetika (<i>Asthetic</i>) 8) Perceived qualities (<i>Perceived Quality</i>)(Prachastan, 2012)
3.	Price	Price is the amount of money that consumers need to exchange so that they can get a variety of product options that the seller has provided.(Amilia, 2017)	1) Affordability 2) Price compatibility with product quality 3) Price competitiveness 4) Price and benefit suitability.(Harahap, 2015)
4.	Brand Image	Brand image is a view of the brand that has been stuck in the minds of consumers.	1) Product <i>attributes</i> 2) Consumer benefits 3) Brand personality (<i>brand personality</i>)(Amilia, 2017)
5.	Purchase Decision	The quality of a business's product in meeting or exceeding the wishes of consumers, where this product has quality that is in line with the standards that have been set.	1) Performance 2) Product diversity (<i>features</i>) 3) Keandalan (<i>reliability</i>) 4) Conformance 5) Durability 6) Serviceability 7) Perceived Quality

Source: Researcher Processed (2022)

IV. Results and Discussion

4.1. Path Analysis

Table 2. Test t Equation 1

Variables	<i>Undstandardized Coefficients (B)</i>	^t Calculate	Significance
Constant	1.051	0.194	0.847

Halal Certification (X1)	0.158	1.929	0.057
Product Quality (x2)	0.515	6.614	0.000
Price (x3)	0.429	2.475	0.015

Source : SPSS 20 Data Processing (2022)

Table 3. Test F Equation 1

Model	F Calculate	Significance
	24.844	0.000

Source : SPSS 20 Data Processing (2022)

Table 4. Equation R Test 1

Model	Adjusted R Square	R Square
1	0,419	0,437

Source : SPSS 20 Data Processing (2022)

Equation Model 1

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_1$$

Table 5. Test t Equation 2

Varibel	Undstandardized Coefficients (B)	t Calculate	Significance
Constant	11,980	2,166	0,33
Halal Certification (X1)	0,105	1,237	0,219
Product Quality (x2)	0,244	2,55	0,012
Price (x3)	-0,063	-0,348	0,729
Brand Image (Z)	0.083	0,802	0,425

Source : SPSS 20 Data Processing (2022)

Table 6. Test F Equation 2

Model	F Calculate	Significance
	4.360	0.003

Source : SPSS 20 Data Processing (2022)

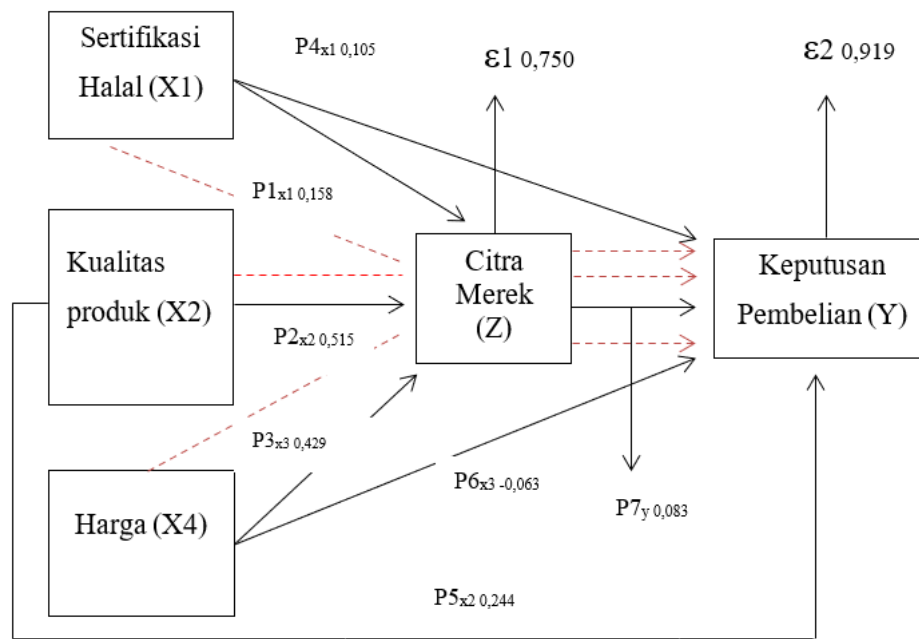
Table 7. Equation R Test 2

Model	Adjusted R Square	R Square
1	0,394	0,155

Source : SPSS 20 Data Processing (2022)

Equation Model 2

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z_4 + e_1$$



Source : SPSS 20 Results, Data Processed (2022)

Picture 3. Results of Path Analysis

4.2. Discussion

4.2.1. The Effect of Halal Certification (X1) on Purchase Decisions (Y) Through Brand Image (Z)

$$\begin{aligned}
 Sp2p3 &= \sqrt{P32SP22 + P22SP32 + SP22SP32} \\
 &= \sqrt{(0,083)^2 (0,082)^2 + (0,158)^2 (0,085)^2 + (0,082)^2 (0,085)^2} \\
 &= \sqrt{(0,0068) (0,0067) + (0,0249) (0,0072) + (0,0067) + (0,0072)} \\
 &= \sqrt{(0,0000) + (0,0001) + (0,0000)} \\
 &= \sqrt{0,0001} \\
 &= 0,01
 \end{aligned}$$

Information:

P3 : Coefficient of mediation variables

P2 : Free variable coefficient

Sp2 : Standard error coefficient 1

Sp3 : Standard error coefficient 2

Based on the direct influence of halal certification with a purchase decision of 0.01, while the indirect influence $(P1 \times P7) = (0.158 \times 0.083) = 0.013$, with a total influence of $P4 + (P1 \times P7) = 0.105 + (0.158 \times 0.083) = 0.118$

Based on $sp2sp3$, the statistical t value of mediation influence can be calculated with the formula:

$$\begin{aligned}
 t &= p2p3 : Sp2p3 \\
 &= 0,01 : 0,01 \\
 &= 1
 \end{aligned}$$

Therefore, the value of t count = 1 > t table = 1.98422, then there is a mediation effect.

4.2.2. The Influence of Product Quality (X2) on Purchase Decisions (Y) Through Brand Image (Z)

$$\begin{aligned}
 Sp2p3 &= \sqrt{P32SP22 + P22SP32 + SP22SP32} \\
 &= \sqrt{(0,083)^2 (0,078)^2 + (0,515)^2 (0,096)^2 + (0,078)^2 (0,096)^2}
 \end{aligned}$$

$$\begin{aligned}
 &= \sqrt{(0,0068) (0,0060) + (0,2652) (0,0092) + (0,0060) (0,0092)} \\
 &= \sqrt{(0,0000) + (0,0024) + (0,0000)} \\
 &= \sqrt{0,0024} \\
 &= 0,048
 \end{aligned}$$

Information:

P3 : Coefficient of mediation variables

P2 : Free variable coefficient

Sp2 : Standard error coefficient 1

Sp3 : Standard error coefficient 2

Based on the direct influence of product quality with a purchase decision of 0.04, while the indirect influence $(P2 \times P7) = (0.515 \times 0.083) = 0.043$ with a total influence of $P4 + (P1 \times P7) = 0.244 + (0.515 \times 0.083) = 0.287$

Based on $sp2sp3$, the statistical t value of mediation influence can be calculated with the formula:

$$\begin{aligned}
 t &= p2p3 : sp2p3 \\
 &= 0.043 : 0.048 \\
 &= 0,895
 \end{aligned}$$

Therefore the value of t count = 0.895 < t table = 1.98422, then there is no mediation effect.

4.2.3. The Effect of Price (X3) on Purchase Decisions (Y) Through Brand Image (Z)

$$\begin{aligned}
 Sp2P3 &= \sqrt{P32SP22 + P22SP32 + SP22SP32} \\
 &= \sqrt{(0.083)^2 (0.173)^2 + (0.429)^2 (0.182)^2 + (0.173)^2 (0.182)^2} \\
 &= \sqrt{(0.0068) (0.0299) + (0.1840) (0.0331) + (0.0299) (0.0331)} \\
 &= \sqrt{(0.0002) + (0.0060) + (0.0009)} \\
 &= \sqrt{0,0071} \\
 &= 0,084
 \end{aligned}$$

Information:

P3 : Coefficient of mediation variables

P2: Free variable coefficient

Sp2: Standard error coefficient 1

Sp3: Standard error coefficient 2

Based on the direct influence of the price with a purchase decision of 0.062, while the indirect influence $(P2 \times P7) = (0.429 \times 0.083) = 0.035$ with a total influence of $P4 + (P1 \times P7) = -0.063 + (0.429 \times 0.083) = -0.028$

Based on $sp2sp3$, the statistical t value of mediation influence can be calculated with the formula:

$$\begin{aligned}
 t &= p2p3 : sp2p3 \\
 &= -0.028 : 0.084 \\
 &= -0,33
 \end{aligned}$$

Therefore the value of t calculation = -0.33 < t table = 1.98422, then there is no mediation effect

V. Conclusion

Based on the results of the research that has been carried out, the following conclusions are drawn:

1. Halal certification has a positive and significant effect on the brand image of Make Over products in Semarang Regency.

2. Product Quality has a significant positive effect on the brand image of Make Over products in Semarang Regency.
3. Price has a significant positive effect on the brand image of Make Over products in Semarang Regency.
4. Halal certification does not have a significant effect on the purchase decision of Make Over products in Semarang Regency.
5. Product Quality has a significant effect on the purchase decision of Make Over products in Semarang Regency.
6. Price does not have a positive and significant effect on the purchase decision of Make Over products in Semarang Regency.
7. Brand image does not have a significant effect on the purchase decision of Make Over products in Semarang Regency.
8. Halal certification does not have a significant effect on the purchase decision of Make Over products in Semarang Regency with brand image as an intervening variable.
9. Product quality does not have a significant effect on the purchase decision of Make Over products in Semarang Regency with brand image as an intervening variable.
10. Price does not have a significant effect on the purchase decision of Make Over products in Semarang Regency with brand image as an intervening variable

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