

Analysis of The Effect of Halal Labelization, *Brand Image* and Prices on Consumer Purchasing Decisions With Religious As *Moderating Variables* on Coastal Honey in Kertasada Village, Sumenep District

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ABSTRACT

The need for honey in Indonesia alone reaches an average of 150,000 tons per year. This means that Indonesia has to import around 50% of its honey from abroad to meet this demand. This could also be an opportunity for local entrepreneurs to develop their honey business. Even though it seems traditional, the honey business opportunity has undergone modernization and development, from marketing to the processed honey itself. Coastal Honey is a honey bee cultivation business located in Kertasada Village. Coastal Honey, which has been established for around 8 years, is a business that has great prospects with profits increasing almost every year, coupled with the existence of *resellers* in various regions of Indonesia. The purpose of this research is to research and analyze the influence of halal labeling, *Brand Image* and Price on Consumer Purchasing Decisions with Religiosity as *Moderating Variable* on Coastal Honey in Kertasada Village, Sumenep Regency. This research is a quantitative exploration, with the population being the people of Sumenep, especially people who buy Coastal Honey. The testing strategy in this review uses purposive sampling testing, specifically determining samples with certain standards, especially consumers who buy Coastal Honey. Interviews and direct observations with the owner Coastal Honey and distributed questionnaires to 100 respondents which were used to collect data. As well as using data analysis techniques, namely Descriptive Statistics Test, Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Test, Coefficient of Determination Test and Hypothesis Test. The results of this research show that the Halal Labeling variable, *Brand Image*, Price and Religiosity have a significant effect on Purchasing Decisions partially and simultaneously. And the moderation results show that Religiosity moderates the relationship between Halal Labeling, *Brand Image* and Price on Purchase Decisions.

Keywords: *Brand Image*, Price, Purchase Decision, Halal Labeling, Religiosity

INTRODUCTION

The need for honey in Indonesia alone reaches an average of 150,000 tons per year. This means that Indonesia has to import around 50% of its honey from abroad to meet this demand. This could also be an opportunity for local entrepreneurs to develop their honey business. Even though it seems traditional, honey business opportunities have undergone modernization and development starting from marketing to the processed honey products themselves. Indonesia is the country with the 4th largest population in the world reaching 275,361,267 in 2022 according to the Directorate General of Population and Civil Registration of the Ministry of Home Affairs of the Republic Indonesia (Directorate General of Dukcapil, Ministry of Home Affairs). Apart from that, Indonesia is also the largest Muslim country in the world reaching 231.06 million according to (RISSC) in 2021. This shows that demand for halal honey products is expected to increase rapidly along with the growth of the Muslim population in the world,



because this has a significant global impact on that demand.

While attending the event at the Pacific Century Place SCBD Building in Jakarta, President Joko Widodo said that Indonesia's digital economic contribution is estimated to increase eightfold by 2030, to IDR 4.531 trillion, and Indonesia's digital economic potential is estimated to reach 146 billion. US dollars by 2025. It expects brands to adapt quickly and creatively to attract consumer attention. A survey conducted by TRAS N CO regarding the popular brand index for the honey category in first place was occupied by TJ honey, Madurasa and Madu Nusantara. However, bulk honey and 505 honey which are branded locally without a source have flooded and even dominated the Indonesian market. This was conveyed by the general chairman of the Indonesian Honey Bee Inspiration (ILMI) Debby Bustomi.

Price is an important aspect that can influence consumers in making purchasing decisions, here are several price lists for honey in Indonesia.

List of Some Honey Prices in Indonesia

No.	Product name	Gram	Price
1.	Honey TJ	250	Rp. 31,600
2.	Madurasa	250	Rp. 38,000
3.	Indonesian Honey	250	Rp. 48,000
4.	Madu Queen Bee	250	Rp. 40,000
5.	Beach Honey	250	Rp. 40,000

Source: results of researcher observations

From the table above there are several well-known honey prices in Indonesia and when compared with coastal honey, the price of coastal honey is still relatively expensive compared to TJ honey which is the number 1 honey product according to a survey conducted by TRAS N CO. This is in accordance with the object that the researchers took, where Coastal Honey is a honey bee cultivation business that has been established for around 8 years, becoming a business that has great prospects with profits increasing almost every year, coupled with the existence of *reseller* in various regions of Indonesia. However, there is no halal label on the product packaging. *brand image* which is less attached to consumers and the price is relatively expensive. Therefore, researchers are interested in conducting research with the title "Analysis of the Effect of Halal Labeling, *Brand Image* and Price on Consumer Purchasing Decisions with Religiosity as a Moderating Variable in Coastal Honey in Kertasada Village, Sumenep Regency."

LITERATURE REVIEW

Halal Labeling

As stated by Rossanty (2016: 49) Halal labeling is a consideration of the halal composition or explanation of a product to show that the product in question has the status of a halal product. Halal labeling is a series of requirements that must be fulfilled by business actors who participate in the field of handling food and beverages or what is generally referred to as food (Kurnia and Sudardjat, 2015: 50).

Brand Image

According to Kotler and Keller (2012:315), *Brand image* are perceptions and beliefs carried out by consumers as reflected in associations that occur in the customer's memory, as applied in affiliations that occur in the customer's memory.

Price

According to Kotler and Armstrong (2016: 324), *price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service.* Price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service.

Religiosity

According to Nurcholish Majid (in Jalaluddin, 2016) states that religiosity is behavior that is completely formed by belief in goodness or the supernatural, namely supra-empirical realities.

Consumer Purchase Decisions

Kotler, as reported in 2014: 184) Consumer purchasing decisions are the final conclusion of consumers who buy goods and services for individual use. According to

RESEARCH METHODOLOGY

This research uses an exploratory quantitative approach. The population consists of residents of Sumenep who purchase Coastal Honey. The sample is selected using purposive sampling to target consumers who have purchased Coastal Honey. Data Collection Instruments: Direct interviews with Coastal Honey owners to gain insights into business perspectives and marketing strategies, as well as distribution of questionnaires to 100 respondents. Data Analysis Techniques: Data will be analyzed using descriptive statistical tests, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination tests, and hypothesis tests to examine relationships between variables. Research Variables: Independent Variables (Halal Labeling, Brand Image, and Price) and Moderating Variable (Religiosity). Research Procedure involves Interviews and Observations conducted directly with Coastal Honey owners to understand business practices and marketing strategies employed. Primary Data Collection: Through questionnaires distributed to 100 respondents who are consumers of Coastal Honey. Data Analysis: Data will be analyzed using statistical techniques to test the hypotheses proposed in the research with the following analytical tools: Descriptive Statistical Tests, Validity Tests, Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, and Coefficient of Determination Tests.

RESULTS AND DISCUSSION

RESULT

Validity test

The rules of a model can be said to be substantial if the value $(r_{count}) > (r_{table})$ with $df = N - 2$ at a probability of 0.05. In this study, the value of $df = 100 - 2 = 98$. R Table with df value 98 at a probability of 0.05 is 0.1654.

(Halal Labeling Validity Test Results (X1), *Brand Image* (X2), Price (X3), Religiosity (X4) and Purchase Decision (Y))

Variable	Indicator	r Count	r Table	Information
Halal Labeling (X1)	X _{1.1}	0,519	0,1654	Valid
	X _{1.2}	0,589	0,1654	Valid
	X _{1.3}	0,555	0,1654	Valid
	X _{1.4}	0,526	0,1654	Valid
<i>Brand Image</i> (X2)	X _{2.1}	0,598	0,1654	Valid
	X _{2.2}	0,722	0,1654	Valid
	X _{2.3}	0,571	0,1654	Valid
Price (X3)	X _{3.1}	0,644	0,1654	Valid
	X _{3.2}	0,722	0,1654	Valid
	X _{3.3}	0,696	0,1654	Valid
	X _{3.4}	0,727	0,1654	Valid
Religiosity (X4)	X _{4.1}	0,517	0,1654	Valid
	X _{4.2}	0,593	0,1654	Valid
	X _{4.3}	0,655	0,1654	Valid
	X _{4.4}	0,667	0,1654	Valid

	X _{4.5}	0,579	0,1654	Valid
	X _{4.6}	0,419	0,1654	Valid
Purchase Decision (Y)	AND _{1.1}	0,595	0,1654	Valid
	AND _{1.2}	0,469	0,1654	Valid
	AND _{1.3}	0,500	0,1654	Valid
	AND _{1.4}	0,647	0,1654	Valid
	AND _{1.5}	0,416	0,1654	Valid
	AND _{1.6}	0,531	0,1654	Valid

Source: Primary Data, Data Processed in 2023

Reliability Test

A variable is declared reliable if the Cronbach Alpha value is > 0.60 .

(Reliability Test Results)

Indicator	Cronbach Alpha	Cut Of Value	Information
X1	0,750	0,60	Reliable
X2	0,788	0,60	Reliable
X3	0,854	0,60	Reliable
X4	0,802	0,60	Reliable
AND	0,776	0,60	Reliable

Source: Primary Data, Data Processed in 2023

Classic assumption test

Normality test

Data can be considered normal if the value of Asymp. Sig. (2-tailed) > 0.05 .
Normality Test Results $0.200 > 0.05$.

(Normality Test Results)

One-Sample Kolmogorov-Smirnov Test

		Unstandar dized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.8782619
		8
Most Extreme Differences	Absolute	.053
	Positive	.051
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

(Source: Primary Data SPSS Output Results 2023)

Multicollinearity Test

To find out, it can be analyzed by means of the value of *variance inflation factor* (VIF) < 10 dan *tolerance* $> 0,1$.

(Multicollinearity Test Results)

Variabl e	Collinearity Statistics		
	Tolerance	VIF	Information
X1	0,649 > 0,1	1,540 < 10	Multicollinearity does not occur
X2	0,829 > 0,1	1,206 < 10	Multicollinearity does not occur
X3	0,587 > 0,1	1,897 < 10	Multicollinearity does not occur
X4	0,418 > 0,1	2,395 < 10	Multicollinearity does not occur

(Source: Primary Data SPSS Output Results 2023)

Autocorrelation Test

(Autocorrelation Test Results)

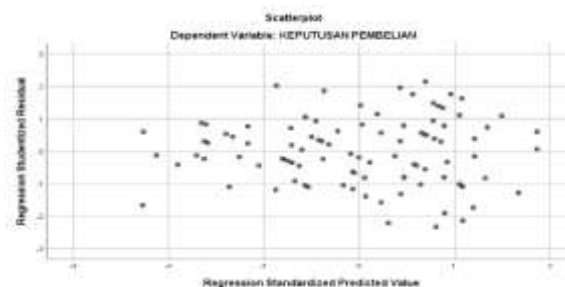
Model Summary ^b	
Model	Durbin-Watson
1	2,142

(Source: Primary Data SPSS Output Results 2023)

The DW value in this study was 2.142. Meanwhile, in the Durbin Watson table with a significant value of 5%, the dL value is 1.5922, the dU value is 1.7582 and the 4-dU value is 2.2418. To determine the autocorrelation test, the dU value is $1.7582 < dW 2.142 < dU 2.2418$. So it is clear that there is no autocorrelation.

Heteroscedasticity Test

(Heteroscedasticity Test Results)



(Source: Primary Data SPSS Output Results 2023)

If it is known that the points are spread randomly and the pattern is clearly visible spread above and below the number 0 on the Y axis. Then it can be seen that in this regression model there is no heteroscedasticity.

Linearity Test

Independent and dependent variables are said to have a linear relationship when the results are significant from the table *deviation from linearity* more than 0.05.

(Linearity Test Results)

Anova Table	
Deviation From Linearity	Sig.
X1	0,873 > 0,05
X2	0,212 > 0,05
X3	0,285 > 0,05
X4	0,240 > 0,05

(Source: Primary Data SPSS Output Results 2023)

Multiple Linear Regression Analysis

(Multiple Linear Regression Test Results)

coefficients ^a				
Model	Unstandardized Coefficients			
	B	T	Sig.	
1	(constant)	1,218	0,627	0,532
	X1	0,595	5,254	0,000
	X2	0,258	2,197	0,030
	X3	0,224	2,303	0,023
	X4	0,247	2,561	0,012

(Source: Primary Data SPSS Output Results 2023)

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \quad (1)$$

$$Y = 1,218 + 0,595X_1 + 0,258X_2 + 0,224X_3 + 0,247X_4$$

$$Y = a + b_1X_1 + b_2X_4 + b_3X_1X_4 \quad (2)$$

$$Y = 12,155 + 0,082X_1 + 0,068X_4 + 0,021X_1X_4$$

(Religiosity Regression Test Results Moderate Halal Labeling on Purchasing Decisions)

Halal Labeling	Before	After the existence of religion
R Square	0,449	0,574

Source: Primary Data, Data Processed in 2023

Variable	Sig
Halal Labeling	0,920
Religiosity	0,907
Labeling Halal X Religiosity	0,527

Source: Primary Data, Data Processed in 2023

$$Y = a + b_1X_2 + b_2X_4 + b_3X_2X_4 \quad (3)$$

$$Y = -1,148 + 0,836X_2 + 0,852X_4 + (-0,020)X_2X_4$$

(Moderating Religiosity Regression Test Results *Brand Image* Against Purchase Decisions)

Brand Image	Before	After the existence of religion
R Square	0,174	0,498

Source: Primary Data, Data Processed in 2023

Variable	Sig
Brand Image	0,403
Religiosity	0,096
Brand Image X Religiosity	0,619

Source: Primary Data, Data Processed in 2023

$$Y = a + b_1X_3 + b_2X_4 + b_3X_3X_4 \quad (4)$$

$$Y = -5,092 + 1,076X_3 + 1,089X_4 + (-0,035)X_3X_4$$

(Religiosity Regression Test Results Moderate Price on Purchasing Decisions)

Price	Before	After the existence of religion
R Square	0,337	0,502

Source: Primary Data, Data Processed in 2023

Variable	Sig
Price	0,052
Religiosity	0,006
Price X Religiosity	0,130

Source: Primary Data, Data Processed in 2023

Coefficient of Determination (R²)

(Determination Test Results (R²))

Model Summary ^b		
Model	Adjusted R Square	Percent (%)
1	0,608	60,8%

(Source: Primary Data SPSS Output Results 2023)

The determination value (R²) of 0.608 or 60.8%. The large Adjusted R Square value means that the independent variables are Halal Labeling (X1), *Brand Image* (X2), (X3) Price and Religiosity (X4) can explain the dependent variable of consumer purchasing decisions (Y) by 60.8%. Then 39.2% was caused by various variables not included in this research model.

Hypothesis testing

t Test (Partial Test)

(Partial Significant Test Results)

Coefficients ^a		
Model	T	Sig.
1	(Constant)	0,627
	X1	5,254
	X2	2,197
	X3	2,303
	X4	2,561

(Source: Primary Data SPSS Output Results 2023)

1) Testing the influence of Halal Labeling on Purchasing Decisions

Uji t H₁ = Halal Labeling (X1) has a significant effect on Purchasing Decisions (Y). From the test results it is known that the t count is 5.254 > 1.98525 t table and the significant value is 0.000 < 0.05.

2) Impact testing *Brand Image* to the Purchase Decision

Uji t H₂ = *Brand Image* (X2) has a significant effect on Purchasing Decisions (Y). From the test results it is known that the t count is 2.197 > 1.98525 t table and the significant value is 0.030 < 0.05.

3) Testing the influence of price on purchasing decisions

Uji t H₃ = Price (X3) has a significant effect on Purchasing Decisions (Y). From the test results it is known that the t count is 2.303 > 1.98525 t table and the significant value is 0.023 < 0.05.

4) Testing the influence of religiosity on purchasing decisions

Uji t H₄ = Religiosity (X4) has a significant effect on Purchasing Decisions (Y). From the test results it is known that the t count is 2.561 > 1.98525 t table and the significant value is 0.012 < 0.05.

F Test (Simultaneous Test)

Simultaneous Significant Test Results

ANOVA ^a		
Model	F	Sig.
1	39,341	.000

(Source: Primary Data SPSS Output Results 2023)

DISCUSSION

The Influence of Halal Labeling (X1) on Purchasing Decisions

The Relationship between Halal Labeling and Purchasing Decisions Based on the research conducted, it was found that Halal Labeling has a significant influence on product Purchasing Decisions, meaning that H1 which states that "Halal Labeling (X1) has a partially positive and significant effect on product Purchasing Decisions (Y)" can be

accepted. This means that Halal Labeling is an important factor for consumers who purchase Coastal Honey products.

The results of this research are in line with research conducted by Novie Putri, Anggraini and Sri Suryoko (2018) entitled "The influence of halal labeling, price and product quality on customer loyalty through customer decisions" shows that Halal Labeling has a significant positive effect. Halal labeling has a significant influence on purchasing decisions for Coastal Honey products because having a halal label on the product packaging will increase consumers' trust in the product. So having a halal label will make consumers feel safe and don't need to worry about buying Coastal Honey products.

Based on the results of hypothesis testing regarding the influence of the Halal Labeling variable on Purchasing Decisions, it is known that the results of halal labeling have a significant effect on Purchasing Decisions of $0.000 < 0.05$. This means that Halal Labeling is related to a person's decision to make a purchase.

Influence Brand Image (X2) Against the Purchase Decision

Connection *Brand Image* Regarding Purchasing Decisions Based on the research conducted, it shows that Brand Image has a significant influence on product Purchasing Decisions, meaning that H2 states that "*Brand Image (X2)* has a partially positive and significant effect on product purchasing decisions (Y)" is acceptable. This means that Brand Image is an important factor for consumers who purchase Pesisir Honey products.

The results of this research are in line with research conducted by Alfitri Zukhrufani and Muhammad Zakiy (2019) entitled "*the effect of beauty influencer, lifestyle, brand image and halal labelization towards halal cosmetical purchasing decisions*" explains that Brand Image has a big significant influence. *Brand Image* influences the decision to purchase Coastal Honey products. Because Coastal Honey has a *Brand Image* which can influence consumer purchasing decisions.

Based on the results of hypothesis testing regarding the influence of variables *Brand Image* on Purchasing Decisions, it is known that the Brand Image results have a significant effect on Purchasing Decisions of $0.030 < 0.05$. This means that *Brand Image* is related to a person's decision to make a purchase.

The Influence of Price (X3) on Purchase Decisions

The relationship between price and purchasing decisions based on the research conducted resulted in price having a significant influence on product purchasing decisions, meaning that H3 which states that "Price (X3) has a partially positive and significant effect on product purchasing decisions (Y)" is acceptable. This means that price is an important factor for consumers who purchase Coastal Honey products.

The results of this research, in line with research conducted by Bunga Mauliqa Ilwan, Mahrinasari MS and Mudji Rachmat Ramelan (2022) entitled "The influence of halal labels, prices and brands on purchasing decisions for Wardah beauty products in Indonesia" show that price has a significant positive effect. Price has a significant influence on purchasing decisions for Coastal Honey products because Coastal Honey is able to provide prices that are in accordance with the product benefits offered to consumers and prices are set in accordance with consumer needs.

Based on the results of hypothesis testing regarding the influence of the price variable on purchasing decisions, it is known that price has a significant effect on purchasing decisions at $0.023 < 0.05$. This means that price is related to a person's decision to make a purchase.

The Influence of Religiosity (X4) on Purchasing Decisions

The relationship between Religiosity and Purchasing Decisions based on the research conducted resulted that Religiosity has a significant influence on product

Purchasing Decisions, meaning that H4 which states that "Religiosity (X4) has a partially positive and significant effect on product Purchasing Decisions (Y)" can be accepted. This means that religion is an important factor for consumers who purchase Coastal Honey products.

The results of this research are in line with research conducted by Dhiasti Eka Wulandari (2022) entitled "The influence of halal labels, religiosity and producer attitudes on halal certification compliance. Study of small and medium enterprises (MSMEs) in Lumajang district" shows that religiosity has a significant positive effect. Religiosity has a significant influence on purchasing decisions for Coastal Honey products because the high tendency towards religious knowledge inherent in consumer behavior tends to make consumers selective in choosing the products they use.

Based on the results of hypothesis testing regarding the influence of the Religiosity variable on Purchasing Decisions, it is known that Religiosity has a significant effect on purchasing decisions of $0.012 < 0.05$. This means that religiosity is related to a person's decision to make a purchase.

The Influence of Halal Labeling, Brand Image, Price and Religiosity on Simultaneous Purchasing Decisions

From the results of this research, it shows that the Halal Labeling variable, *Brand Image*, Price and Religiosity have a positive and significant effect simultaneously on Purchasing Decisions. This means that H5 is acceptable. The calculated f value is 39.341 with a significance level of 5% and $df = 4, df_4 = 100$. It can be seen that the value of f table = 2.46. The calculated f value (39.341) > f table value (2.46) with a significant value of $0.000 < 0.05$. Based on the results of simultaneous hypothesis testing (F), the relationship between the variables Halal Labeling, Brand Image, Price and Religiosity on purchasing decisions is strong and bound.

The determinant coefficient value (R²) is 0.608 or 60.8%. The large value of the t coefficient explains that the independent variables consisting of Halal Labeling (X1), brand image (X2), Price (X3) and Religiosity (X4) are able to explain the dependent variable, namely purchasing decisions (Y) by 60.8% while the remaining 39.2% is explained by other variables not included in this study.

Religiosity Moderates the Relationship Between Halal Labeling and Purchasing Decisions

The R Square value in the first regression equation is 0.449, so it can be said that the halal labeling variable influences purchasing decisions by 44.9%. After the moderating variable (Religiosity) was introduced in the second regression equation, the R square value increased to 0.574 or 57.4%. This means that H6 is accepted so it can be said that the existence of the Religiosity variable (moderating variable) can strengthen the Halal Labeling variable on the Purchasing Decision variable.

Because the moderator variable and interaction variable are both not significant with the condition that $Sig > 0.05$, they have no effect/not significant. So it can be concluded that including potential moderation (homologiser moderator) means that the variable has the potential to become a moderating variable.

Religiosity Moderates the Intermediate Relationship *Brand Image* Against Purchase Decisions

The R Square value in the first regression equation is 0.174 so it can be said that the variable *Brand Image* influences purchasing decisions by 17.4%. After the moderating variable (Religiosity) was introduced in the second regression equation, the R Square value increased to 0.498 or 49.8%. This means that H7 is accepted so it can be said that the existence of the Religiosity variable (moderating variable) can strengthen the variable *Brand Image* on the Purchasing Decision variable.

Because the moderator variable and interaction variable are both not significant with the condition that $\text{Sig} > 0.05$, they have no effect/not significant. So it can be concluded that including potential moderation (homologiser moderator) means that the variable has the potential to become a moderating variable.

Religiosity Moderates the Relationship Between Price and Purchasing Decisions

The R Square value in the first regression equation is 0.337, so it can be said that the price variable influences purchasing decisions by 33.7%. After the moderating variable (Religiosity) was introduced in the second regression equation, the R Square value increased to 0.502 or 50.2%. This means that H8 is accepted so it can be said that the existence of the Religiosity variable (moderating variable) can strengthen the Price variable on the Purchase Decision variable.

Because the moderator variable and interaction variable are both not significant with the condition that $\text{Sig} > 0.05$, they have no effect/not significant. So it can be concluded that including potential moderation (homologiser moderator) means that the variable has the potential to become a moderating variable. The relationship between halal labeling, brand image and price on purchasing decisions.

CONCLUSION

Halal labeling, *brand image*, price and religiosity have a significant influence on consumer purchasing decisions partially and simultaneously. Then religiosity moderates the relationship between halal labeling, *brand image* and price on purchasing decisions. And includes potential moderation (homologiser moderator) means that the variable has the potential to become a moderating variable.

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