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Relationship of Halal Labels and Product Quality With Purchase Decision on Wardah Cosmetic Products

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Abstract

The Indonesian cosmetic industry's development is relatively rapid because cosmetic products have become primary needs in Indonesia which the population is predominantly Muslim. This development caused competitive competition between cosmetics brands in Indonesia. Because of this competition, Wardah cosmetics is considering the halal label in its products and its quality to increase consumer purchasing decisions. This research uses quantitative methods that are associative. It aims to investigate the relationship between halal labels and product quality with the purchasing decision of Wardah cosmetics, especially in Surabaya. The number of samples used is 100 Muslim respondents who used Wardah cosmetics products in Surabaya. The data analysis technique used is multiple correlation coefficient analysis using SPSS version 25. The study results showed that halal labeling and product quality simultaneously had a significant and robust relationship with Wardah cosmetic products' purchasing decisions. While partially, the halal labels and product quality had a moderate and considerable relationship with Wardah cosmetics products' purchase decision.

Keywords: Halal label, product quality, purchasing decision

1. Introduction

The current development of globalization has an impact on people's lives in Indonesia. The effect of globalization's expansion, namely the habits of people's lives that follow the times. This habit is characterized by excessive consumption behavior, selfishness, and a sense of urgency. One form of people's living habits today, namely social status, is considered essential. It is usually marked by the appearance or brand of all types of goods owned or used, such as vehicles, cellphones, bags, shoes, etc. Based on the 2015 inter-census population survey results, which was quoted from BPS (2018), Indonesia's total population is 264,160,000, and 87.2 percent of the population is Muslim.

The large population in Indonesia can affect increasing the need for clothing, food, and shelter. Clothing, food, and shelter are primary needs. According to the Minister of Industry Airlangga Hartanto, who was quoted from Kementerian Perindustrian Republik Indonesia (2018), cosmetic products had become an immediate need not only for women but also for various variants for men and children have begun to be innovated. This fact is because Indonesia's cosmetic industry has become a significant sector written in National Industrial Development Master Plan or *Rencana Induk Pembangunan Industri Nasional (RIPIN) 2015-2035 (RIPIN) Year 2015-2035*.

In 2017 there was an increase in the cosmetics industry in Indonesia, totaling 153 companies so that now the total has reached around 760 companies, both small, medium, and large scale. The highest number of cosmetic industries is in West Java province with 112 companies and East Java with 107 companies (Ministry of Industry, Republic of Indonesia 2018). This data shows that West Java and East Java regions are promising market segments for the cosmetics business.

When Indonesia's cosmetics industry continues to increase every year because cosmetic products have become a primary need for residents in a country that mostly embraces Islam, a Muslim must consume halal goods. As stated in the word of Allah Q.S. Al-Baqarah [2]: 168, which reads as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

Meaning: "O people! Eat of clean and good (food) that is on earth, and do not follow in the steps of Satan. The devil is a real enemy to you."

Halal is allowed to be consumed or used because it is not bound by the provisions prohibiting it (Asrina and Bulutoding 2016). A halal label is a form of statement listed on the packaging section to provide information to the public regarding its halal status. The halal brand can be measured through knowledge, trust, and assessment (Anita 2017). The Indonesian Ulema Council (LPPOM MUI) is an institution that is competent in reviewing, considering, and determining products such as food, beverages, medicines, and cosmetics that are safe when consumed or used.

Registration of halal certificates for every product is produced by companies in Indonesia in food, medicine, and cosmetics increases. Based on LPPOM MUI (2019) data, it is revealed that in 2011-2018 there were 59,951 companies with a total of 727,618 products, so that now the total has reached 69,985 halal certificates issued by LPPOM MUI in terms of food, medicinal or cosmetic products. Even though there has been an increase in the number of halal certificates, people, especially those who are Muslim, must still make product purchasing decisions. This issue is because not all products, especially cosmetic products that enter Indonesia, have a halal certificate issued by LPPOM MUI.

According to Mowen & Minor (2002: 11), a purchase decision is a series of steps consisting of understanding the problem, searching for information, evaluating alternatives, selecting, and evaluating post-purchase that consumers involved in purchasing activities. Purchasing decisions can be measured through product choice, brand choice, distribution options, the purchase amount, purchase time, and payment method (Kotler & Keller, 2009: 188). When viewed from Islamic teachings, Almizan (2016) argues that making purchasing decisions should pay attention to the goodness (halal) value of an item to be consumed.

Besides, product quality is also an essential component of a product. This fact is because products that have good quality can influence consumer decision-making in product purchasing activities. Product quality is a product characteristic that is explained directly or indirectly and comes from each product's ability to satisfy consumer expectations (Kotler & Keller, 2009: 143). A product is considered quality if it can meet the needs and desires of consumers. Meanwhile, consumers want a quality product that can be useful for their needs and is guaranteed safe when consumed. Product quality can be measured through the ease of use, durability, clarity of function, and diversity of product sizes (Natassia and Sari 2016).

Wardah is the first domestic cosmetic brand to include a halal label on its products. Currently, the Wardah cosmetic brand has succeeded in controlling the market share in Indonesia's cosmetics sector. This information can be seen from the awards Wardah has received in the Top Brand Award every year. In 2017-2019 the Wardah cosmetic brand occupied the TOP position in the personal care category's Top Brand Index (Top Brand Award 2019). In addition, the sales of Wardah cosmetic products continue to increase every year. In 2017 to date, Wardah cosmetic product sales have increased by 40 percent. This increase is due to the Wardah cosmetic brand continuing to make the latest innovations following market demand and quality control, which is halal and safe to use (Eldon 2018).

Aspen has carried out several previous studies that can support research on the relationship between halal labels and product quality with Wardah cosmetic product purchasing decisions et al. (2017) revealed that halal labels, halal awareness, product prices, and brand image have a significant influence on purchasing decisions for cosmetic products. Muzhar et al. (2018) suggest that the halal label positively and significantly affects the brand image and consumer purchasing decisions. Then Anjana & Vidyapeetham (2018), in their research, stated that product quality, brand, price, advertising, and packaging had a more significant impact on cosmetic purchasing decisions.

Based on this phenomenon, problems are formulated, such as: (1). Is the halal label related to the purchase decision for Wardah cosmetic products? (2). Is product quality related to the purchase decision for Wardah cosmetic products? (3). Are the halal label and product quality associated with the purchasing decision for Wardah cosmetic products?

2. Research Method

This type of quantitative research is associative to find a link between the independent variable, namely the halal label and product quality, with the dependent variable, namely the purchase decision. The population in this study is Muslim consumers who use Wardah cosmetic products in Surabaya. This study uses primary data sources in respondents' answers to the research instrument, namely a questionnaire using a Likert scale. The sampling technique used accidental sampling with criteria 1). Respondents are Muslim, 2). Respondent residing, domicile, and/or has a Surabaya City KTP, 3). Respondents aged at least 13 years, 4). Respondents have purchased and used Wardah cosmetic products. The sample used was 100 respondents, where the number was obtained from the results of calculations based on the theory of Rao Purba below (Nurchayati 2018):

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

Notes :

n = Number of Sample

Z = level of normal distribution at the 5% significance level (1.96)

Moe = Maximum error rate (10% or 0.10)

The data analysis technique uses multiple correlation coefficients, Kendall's correlation coefficient, and hypothesis testing, including individual significance test, overall significance test, and determination coefficient (R²) using SPSS version 25.

3. Result and Discussion

3.1 Individual Significance Test

The individual significance test is used to see the halal label's partial closeness and product quality with purchasing decisions. The test is stated to be related if the significance value $< \alpha$. The study used a two-sided test, then the value of $\alpha / 2$ so that the value of $\alpha = 0.05 / 2$ was 0.025. The following is the result of calculating the individual significance test:

Table 1. Individual Significance Test

| | | | Label Halal | Kualitas Produk | Keputusan Pembelian |
|--------------------|--------------------|-----------------|------------------------|----------------------------|--------------------------------|
| Kendall,s tau_b | Halal Label | Correlation | 1,000 | 0,653** | 0,520** |
| | | Coefficient | | | |
| | | Sig. (2-tailed) | | 0,000 | 0,000 |
| | | N | 100 | 100 | 100 |
| | Product Quality | Correlation | 0,653** | 1,000 | 0,564** |
| | | Coefficient | | | |
| | | Sig. (2-tailed) | 0,000 | | 0,000 |
| | | N | 100 | 100 | 100 |
| | Buying decision | Correlation | 0,520** | 0,564** | 1,000 |
| | | Coefficient | | | |
| | | Sig. (2-tailed) | 0,000 | 0,000 | |
| | | N | 100 | 100 | 100 |

Source: IBM SPSS Statistics 25 Output and Author Processed

Based on the results of the calculation of the individual significance test presented in table 1, it can be concluded that:

1) Test the significance of the halal label with a purchase decision

The number of correlation coefficients and significance obtained is 0.520 and 0.000. This shows a significance value <0.025 , so the assumption in the research hypothesis is accepted so that the halal label has a moderate and significant relationship with the decision to buy Wardah cosmetic products.

2) Test the significance of product quality by purchasing decisions

The number of correlation coefficients and significance obtained is 0.564 and 0.000. These results show that the significance level is <0.025 , so the research hypothesis's assumption is accepted. Product quality has a moderate and significant relationship with Wardah cosmetic product purchasing decisions.

3.2 Overall Significance Test

The overall significance test is used to measure halal labels' relationship and product quality with simultaneous purchasing decisions. The test is stated to be related if the significance value of F Change $< \alpha$ (0.05). The results of the overall significance test in this study are as follows:

Table 2. Overall Significance Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | |
|-------|--------------------|----------|-------------------|----------------------------|-------------------|----------|---------------|
| | | | | | R Square Change | F Change | Sig. F Change |
| 1 | 0,757 ^a | 0,574 | 0,565 | 3,343 | 0,574 | 65,264 | 0,000 |

Source: IBM SPSS Statistics 25 Output and Author Processed

Based on the calculation of the overall significance test presented in table 2, the number of correlation coefficients and the significance of the F Change is 0.757 and 0.000. This data means that the F Change significance number is <0.05 . The assumption in the research hypothesis is accepted so that the halal label and product quality have a strong and significant relationship with Wardah cosmetic product purchasing decisions.

3.3 Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to see the relationship between the halal label and the quality of the product with the purchase decision expressed in percentage terms. This study's results are stated to have a strong relationship if the R square value is getting closer to the value of 1 (one). The results of the coefficient of determination (R^2) in this study are as follows:

Table 3. The coefficient of determination (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | |
|-------|--------------------|----------|-------------------|----------------------------|-------------------|----------|---------------|
| | | | | | R Square Change | F Change | Sig. F Change |
| 1 | 0,757 ^a | 0,574 | 0,565 | 3,343 | 0,574 | 65,264 | 0,000 |

Source: IBM SPSS Statistics 25 Output and Author Processed

Based on the calculation of the coefficient of determination (R^2), the R square number is 0.574. This shows that the relationship's contribution is 0.574 or 57.4 percent, and the remaining 0.426 or 42.6 percent is due to other factors that are not observed.

3.4 Relationship between Halal Label and Wardah Cosmetic Product Purchase Decisions

The results revealed that the halal label had a moderate and significant relationship with the purchase decision for Wardah cosmetic products. These results are supported by research by Fauziah et al. (2019), which states that the halal label has a moderate and significant relationship with the decision to purchase cosmetic products for FEBI IAIN Langsa students. In the study, many respondents did not prioritize the halal label on the cosmetic products used. This situation is a result of the respondents' lack of understanding of the rules for using cosmetic products in accordance with Islamic law. Santoso et al. (2017) explain that the halal label has a positive and significant effect on the Muslim community's purchasing decisions in Ponorogo. Respondents in this study always pay attention to the information contained in the product packaging. The report includes consumer safety information (license labels issued by the health department), product use date limits, and halal brands.

This study shows that some Muslim consumers make purchases of Wardah cosmetic products not based on the existence of a halal label but instead based on other factors. There are several reasons for Muslim consumer purchasing decisions for Wardah cosmetic products, namely:

1) Needs

Needs are the leading cause of consumers making purchasing decisions. It was found that 94 percent of Muslim consumers of Wardah cosmetics make purchases based on necessity. These products' needs can make people forget other product components, such as the halal label.

2) Advertising and consumer reviews

The existence of exciting advertisements and several reviews from other people who suggest using these products can also influence consumers in making purchasing decisions. The majority of Muslim consumers in this study expressed their interest in using Wardah cosmetic products because of the advertisement and quality of someone's review (testimonial) on the product. The tagline on Wardah's cosmetic product advertisement implies that the product is halal and intended for Muslim women to make consumers believe without looking at the halal label on the packaging.

Muslim consumers who use Wardah cosmetics products know that it is obligatory to consume and use halal goods in Islam, but the majority of them still have not implemented it. This understanding shows that their awareness to apply this knowledge is still low. This lack of understanding causes the value of the halal label in this study to be low. The purchase decision is high so that it impacts the relationship between the halal brand and the purchase decision for Wardah cosmetic products, including in the medium relationship category. Making the relationship fall into the healthy relationship category is to increase public awareness of the halal label's urgency on the product packaging section. Raising this awareness can be done through socialization held by related institutions or companies, both government and private.

When viewed from the perspective of Islamic economics, then the community, especially Muslims, is encouraged to consume halal goods. As stated in Q.S. Al-Baqarah [2]: 168, which means as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "O people! Eat of clean and good (food) that is on earth, and do not follow in the steps of Satan. Really, the devil is a real enemy to you. "

The verse above describes the recommendation for Muslims to eat halal and good food. When applied to current conditions, the meaning of this verse is limited to food and other products that can be consumed or used by humans, such as cosmetics. Cosmetics that have been labeled halal are cosmetics that are good for the body. This fact is because the product has been guaranteed both in terms of its essence, how to get it, or the management process is following Islamic law. Therefore, consumers should buy halal cosmetic products so that they can reassure themselves when using these products.

3.5 The Relationship between Product Quality and Wardah Cosmetic Product Purchase Decisions

The results showed that product quality had a moderate and significant relationship with Wardah cosmetic product purchasing decisions. These results are supported by Ria & Yuliawati's (2018) research, which explains that product quality has a moderate, positive, and significant relationship with fresh milk purchasing decisions. It is known that the frequency of respondents' answers regarding product quality in this study is in the high category. The better the quality of the product produced by the seller of fresh milk, the more positive it will be to increase consumer purchasing decisions. Habibah & Sumiati (2016) state that product quality influences Wardah cosmetic products' purchasing decisions in Madura City. In this study, it was found that the quality of Wardah's cosmetic products can stimulate consumer emotion so that consumers feel safe when buying these products. Mokoagouw (2016) states that product quality positively and significantly affects Samsung mobile phones' purchasing decisions at the Samsung Mobile I.T. Center Manado. In this study, it was found that a consumer made a purchase not only by looking at his physical appearance but also the benefits obtained from the product.

This study shows that the quality of the product with the buyer's decision for Wardah cosmetic products is in the medium relationship category. This study is due to the condition of Muslim consumers who use Wardah cosmetic products in Surabaya. The requirements for Muslim consumers who use Wardah cosmetic products in Surabaya that cause the relationship in this study to be in the medium category are as follows:

1) Perceptual differences in satisfying needs

In this study, it was found that there were differences in perceptions between one Muslim consumer and another. The majority of Muslim consumers think that the variations in Wardah's cosmetic products' size are according to their needs, but some think otherwise. This finding is due to differences in the desires of each person in moving needs. Some people prefer to buy Wardah cosmetic products in large packaging sizes so they don't run out quickly so that the purchase frequency is less. Meanwhile, some others prefer to buy in small or small pack sizes to make it more practical to carry or follow financial conditions so that the frequency of purchases is greater.

2) Ignorance of consumers about the product

Some Muslim consumers who use Wardah cosmetic products in Surabaya do not know information about good storage suggestions for each cosmetic product to have sufficient durability. Besides, they rarely read the information contained in the packaging. They do not know whether or not there is information about the expiration date, composition, or product use. This finding is due to their opinion about the composition and use of Wardah cosmetic products that are not much different from the composition and uses of similar cosmetic products. Consumers often check the expiration date on products that haven't been used for a long time.

The ignorance of Muslim consumers about Wardah cosmetic products resulted in low product quality values and high purchase decisions. It impacted the relationship between product quality and purchasing decisions for Wardah cosmetic products, including in the medium relationship category. The way to make the relationship fall into the healthy category, namely increasing consumer knowledge about Wardah cosmetic products. Increasing consumer knowledge about Wardah cosmetic products can be done by providing attractive designs and information on the product packaging section, which aims to provide information to the public. All users of Wardah Cosmetics products can accept that information.

When viewed from an Islamic economic point of view, Muslims are encouraged to use reason to make purchases of a product. As stated in the word of Allah Q.S. Yunus [10]: 100 which reads as follows:

وَمَا كَانَ لِنَفْسٍ أَنْ تُؤْمِنَ إِلَّا بِإِذْنِ اللَّهِ ۗ وَيَجْعَلُ الرَّجْسَ عَلَى الَّذِينَ لَا يَعْقِلُونَ

Meaning: "And no one will believe except with the permission of Allah, and Allah will punish those who do not understand."

This verse explains Allah SWT's suggestion to his people to use his mind in carrying out all activities carried out following Islamic law. Therefore, a consumer must be more selective in deciding to purchase a product to avoid buying errors. One form of demanding attitude that consumers must have when they want to make purchasing decisions is knowing the benefits of the product. Information about products can be found through the information contained on the packaging or information from social media.

3.6 Relationship between Halal Label and Product Quality with Wardah Cosmetics Product Purchase Decisions

The results revealed that the halal label and product quality had a strong and significant relationship with Wardah cosmetic product purchasing decisions. These results are supported by research by Alim et al. (2018), which states that the perception of halal labels and product quality has a positive and significant effect on purchasing decisions for Muslim fashion products. The discovery of a halal label on Zoya Muslim fashion goods can create a good perception of consumers so that it can impact purchasing decisions. Meanwhile, high product quality can also have an impact on consumer decisions to buy the product.

The study results show that the halal label listed on the packaging and the quality of the product, which tends to get better, can impact consumer attitudes in choosing the product. Conversely, suppose the product is not equipped with a halal label, and its quality tends to decline. In that case, consumers will be reluctant to choose the product, so that consumer purchasing decisions for the product will decrease.

When viewed from an Islamic economic point of view, when making purchasing decisions, it should be done with the aim of achieving benefit. Maslahah is a benefit and a blessing. Consumers will feel the benefits of consumption when the product purchased can meet their needs. Meanwhile, approvals are accepted if the products consumed are halal in Islamic law (Ghofur, 2018: 78). This information was also explained by Q.S. an-Nahl [16]: 114, which means as follows:

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنَّ كُنُتُمْ إِيَّاهُ تَعْبُدُونَ

Meaning: "Then eat what is clean and good from the sustenance that Allah has given you; and thank Allah's blessings, if you only worship him. "

The verse describes the recommendation for humans to consume halal and good goods from their income. An item is said to be good if the item can be useful for its needs. The benefits obtained can be in terms of product quality. Therefore, if a consumer wants to decide to buy a product, he should pay attention to the halalness and benefits received from the product.

4. Conclusion

Based on the research that has been carried out, the results are obtained, namely:

- 1) The halal label has a moderate and significant relationship with Wardah cosmetic product purchasing decisions. These results are due to the Muslim users of Wardah cosmetic products making purchases not based on the presence or absence of a halal label but on other factors such as needs, advertisements, and consumer reviews.
- 2) Product quality has a moderate and significant relationship with Wardah cosmetic product purchasing decisions. These results are due to the condition of Muslim consumers who use Wardah cosmetic products in Surabaya. The shape of Muslim consumers who use Wardah cosmetics products that can affect this study results is the difference in Muslim consumers' perception in satisfying their needs and ignorance of the product.
- 3) Halal label and product quality have a strong and significant relationship with Wardah cosmetic product purchasing decisions. These results show that the halal label listed on the packaging section and the useful quality of the product is able to increase the attitude of Muslim consumers to make purchases.

5. Suggestion

Some suggestions from the author for parties concerned with research, namely:

- 1) P.T. Paragon and Innovation, especially the Wardah, is expected to provide socialization about halal labels' importance on all types of cosmetic products. This socialization can be done in advertisements, either electronic (tv / Radio) or the internet (blogs, websites, social media, and others). Besides, socialization can be carried out when the Wardah brand organizes educational events for the community.
- 2) Consumers, especially those who are Muslim, should be more careful in deciding which products to buy. The search for information about the product should be done first to avoid purchasing errors.
- 3) Further researchers who have a similar research theme should add independent variables so that they can reveal other factors that have a stronger relationship with product purchasing decisions. In addition, the use of other objects can be used as a comparison.

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