

THE EFFECT OF HALAL LABELIZATION, PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASE OF MS GLOW IN KEDUNGWARINGIN DISTRICT BEKASI

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ABSTRACT

Purchasing decisions are where individuals evaluate various options and decide on a choice of a product. Purchase decisions can be influenced by several factors such as halal labeling, product quality, and brand image. The purpose of this study was to determine the effect of halal labeling, product quality, and brand image on purchasing decisions for MS Glow products. This type of research uses quantitative methods. The population of this study were consumers of MS Glow products in Kedungwaringin District with a total sample of 100 respondents. This study used primary data obtained from the distribution of questionnaires. The sampling technique in this study used a purposive sampling technique with the slovin formula. for data collection includes observation, distributing questionnaires, and literature study. Data analysis in this study used validation test, reliability test, classic assumption test, multiple linear regression test, and hypothesis testing. The research which was processed using the SPSS version 23.0 for windows program in the T test showed that Halal Labeling had a significant effect on Purchase Decisions because it obtained the results of $T_{count} > T_{table}$ or $4.909 > 1.984$ and sig value $0.00 < 0.05$. Product quality has a significant influence on Purchase Decisions, the results of $T_{count} > T_{table}$ or $5.648 > 1.984$ and sig value $0.00 < 0.05$ and Brand Image has a significant influence because it obtains $T_{count} > T_{table}$ or $7.057 > 1.984$ and sig $0.00 < 0.05$. And the results of the F test stated that $F_{count} > F_{table}$ or $71.649 > 2.697$ and significance $0.000 < 0.05$, meaning that Halal Labeling, Product Quality, and Brand Image have a simultaneous effect on purchasing decisions.

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1. INTRODUCTION

The development of the beauty industry is increasing from year to year. Beauty today is a desire for women, be it teenagers or parents. Beauty needs, especially in women, are slightly different from men, for women appearance is very important. One of the products that strongly supports the development of increasing beauty products is Skincare. Skincare is a series of facial skin treatments using certain products to make the face look healthy, beautiful, and nutritious. Skincare is currently a secondary need to support the appearance of women.

This creates a huge market potential in the field of cosmetics and body care. Therefore, the market competition in the cosmetics and body care industry is increasingly competitive. Companies compete with each other to meet consumer needs. Automatically, the more manufacturers there will be, the more competitors will emerge, causing more and more choices for consumers to decide on a product that suits their skin condition, making customers more careful and smarter in choosing products that are circulating in the market.

Halal labels attached to product packaging certainly make it very easy for consumers to identify a halal product. The inclusion of a certified halal label from an institution that guarantees through various

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tests on raw materials to the manufacturing process based on the provisions of Islamic law and involving various religious experts will certainly convince consumers to make purchasing decisions.

In addition to Halal Labeling, Product quality, as for Brand Image or brand image which is an idea, belief, values, interests and features that make it very unique. A Brand Image can represent all internal and external characters that can influence consumers in accordance with the target of a product. Brand image is the perception and belief held by consumers, as reflected by associations embedded in consumer memory (Kotler and Keller, 2009:403). In the brand, there is a company's promise to consumers to provide certain benefits, privileges, and services. Brands are very valuable if they are able to influence consumer choices or preferences. A good brand can provide a sign of superiority towards consumers which leads to consumer attitudes that can be profitable and brings increasing sales and financial performance to the company.

Skincare or skin care is currently very well known and many people entrust to make purchases to the MS Glow brand. MS Glow is one of the local brands that releases a series of cosmetics and body treatments for women in Indonesia. MS Glow was founded in 2013 which stands for the company's motto, Magic For Skin. MS Glow was founded by Shandy Purnamasari and Maharani Kemala. Both of them saw the needs of the archipelago market with jelly and successfully presented a complete facial treatment.

People with the desire for skincare care with safe products, have been certified halal, quality products, and have a Brand Image. MS Glow attended and received the Indonesia Best Brand Award (IBBA) 2020. Namely a prestigious award for products sold in Indonesia. The award given by SWA magazine in collaboration with MARS Digital Indonesia has successfully built popularity. MS Glow became the Best Brand of the year 2020 and managed to sell up to two million products where products reaching SKUs (Stocking keeping units) can penetrate up to three million products a very fantastic achievement in 2020.

Table 1. Indonesian Best Brand Award (IBBA) 2020

No	Merk	Percentage	Result
1	MS Glow	28%	TOP
2	Wardah	16%	TOP
3	Viva	14%	TOP
4	Scarlett	10%	-
5	DRW Skincare	9%	-

Source : tribunnews.com

In 2021 MS Glow has received an award from the Indonesian Record Museum (Muri), with achievements as the cosmetics company with the most sales network in Indonesia. A networking network of 78,147 has been formed throughout Indonesia. MS Glow became the best-selling product both online and offline.

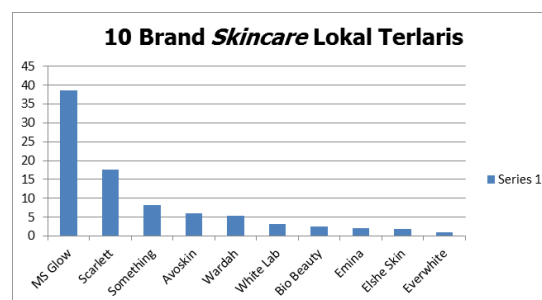


Figure 1. Best selling Local Skincare Brands on E-commerce

The people in Kedungwaringin District, Bekasi Regency, are mostly Muslim communities. Having a very high buying interest in skincare, you will be a very disadvantaged party if they buy a product that is not safe, or doubtful of its quality. And of course, in the end, it will make the people of Kedungwaringin District, Bekasi Regency, especially Muslim residents, become consumers of unsafe products, and it is not halal whether they realize it or without them realizing it at all. This encourages the author to want to know that whether Halal Labeling, Product Quality, and Brand Image are also consumers' considerations in purchasing MS Glow cosmetic products in Kedungwaringin District, in other words, can the halal label, product quality and Brand Image have a significant influence on the purchasing decision of MS Glow cosmetic products in Kedungwaringin District.

According to Kotler and Armstrong (2014), Purchasing decisions are the stage in the process of making a buyer's decision where the consumer actually buys. (quoted from STIE Semarang Journal Vol. 8, No. 2, June 2016:98). There are several things that may be done in making a decision to buy a product, namely: initiators, influencers, deciders, buyers, users. There are also stages in the decision-making process to buy according to Kotler (2009:375), problem introduction, information search, alternative assessment, purchase decision. (quoted in e-Journal of Management Unud, Vol. 8 No. 8 2019:1374-1400). According to Tjiptono (2012), there are several factors that greatly influence customer purchasing decisions, namely the emotional bond that has been established between consumers and producers after customers use products and services from the company and find that these products or services provide added value. The value dimension consists of: Emotional value, Social value, Quality value, Functional value.

Kotler and Armstrong (1996) in Yuniarti (2015:217), put forward five stages in the buying decision process, which are described as follows: Recognition of Needs, Information Search, Evaluation of Alternatives (Product attributes, Importance weight, Brand belief, Utility function, Preference attitudes), Purchasing Decisions, Post-purchase Behavior. Purchasing decision indicators according to Kotler and Armstrong (2016:188) purchasing decisions can be identified through the following indicators: Product choice, Brand choice, Dealer choice, Purchase time, Purchase amount, Payment method.

According to Angipora (2007:154) says that a label can basically be part of a packaging (wrapper) or it can be a loose ethic affixed to the product. Thus, it is natural that between packaging, brand and label, there can be a very close relationship. According to (Kotler, 2003: 29) the label has the following functions: identifies, grade, describe, promote. A label carries the brand or symbol of an item, the name and address of the manufacturer or distributor, information about the composition of the product and its magnitude and recommendations for use. Proper etiquette or labeling can play an important role in attracting consumers' attention and encouraging buyers (Setiyaningrum, 2015: 120-121). Based on several studies, among the factors that affect halal awareness (awareness) of consumers are: religiosity, identity, marketing components, and halal guarantee labels. Halal awareness can be defined as an understanding of halalness in a product from a consumer so as to make him careful in consuming a product. High awareness of halal can affect the demand for halal products (purchase intention). As stated in article 1 paragraph 8 of Law No. 33 of 2014 and article 1 paragraph 12 in PP No. 31 of 2019, LPPOM MUI is in charge of conducting inspection/testing activities for halal products. The indicators of halal labels according to Utari are as follows: Images, Writings, Combinations of Images and Writings, Sticking to packaging.

Product Quality according to Kotler and Armstrong (2008) is the ability of a product to demonstrate various functions including durability, reliability, accuracy, and ease of use. (quoted from the journal Diponegoro Journal Of Magement Vol. 5, No.3 of 2016). The objectives of product quality are as follows Kotler (2002:29): Strive for the goods produced to reach the established standards, so that the cost of inspection can be as small as possible, so that the design costs of certain productions become as small as possible, so that production costs can be as low as possible. Sangadji and Sopiah (2013: 329) explained that there are six elements of product quality, namely: Performance, Reliability, Features, durability, Consistency, Design. According to Risky Nurhayati (2011) where the factors that affect Product Quality include: People, Management, Money, Raw Materials, Machinery and Equipment. According to Martinich in Yamit (2017: 11) there are six elements that can be used as indicators of product quality: Performance, Range and type of features, Reliability and durability, Maintainability and serviceability, characteristics, Ethical profile and image.

According to kotler and keller (2009:147) posit that brand image is the perception and belief carried out by the consumer, like a mirror of the associations that occur in the memory of the consumer. So brand *The Effect Of Halal Labelization, Product Quality And Brand Image On The Purchase Of Ms Glow In Kedungwaringin District Bekasi - Basar Maringan Hutauruk, Arief Teguh Nugroho*

image is what sticks in the consumer's mind about the experience of a brand, when the consumer hears about the product, the consumer indirectly thinks about the brand. (quoted in the journal of management science and research Vol.6, No.2, February 2017:2461-0593). The benefits of a brand stated by Tjiptono (2011: 43) are that it has benefits for producers and consumers: For producers (Identification advice to facilitate the process of handling or tracking products for companies, Legal protection of unique product features or aspects, Signal quality levels for satisfied customers, Means to create unique associations and meanings that distinguishing products from competitors, Source of competitive advantage, Source of financial returns. For consumers (brands can provide a variety of values through a number of functions and potential benefits. Such as making it easier for consumers to get to know the product, assisting consumers in obtaining the same quality of goods, if they repurchase and in price).

According to Tjiptono and Diana in Akbar (2012: 17) The brand has several objectives, namely: As a corporate identity, As a promotional tool, To cultivate an image, To control and dominate the market. According to Kotler (2009: 47) in the brand image there are 3 factors that string together a brand image, including: Brand Favorability, Brand Strength, Brand Uniqueness. According to Kotler and Keller (2016:347), indicators of brand image can be seen from: Brand association advantages, Brand association strength, Brand association uniqueness.

2. METHOD

The type of research used in this study is quantitative method. This study applies a quantitative method that uses the multiple linear regression method to estimate whether there is an influence between dependent and independent variables. The method of collecting survey data is in the form of distributing questionnaires. The purpose of using the questionnaire is to dig deeper into respondents' answers about variables. The analysis methods to be used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis test.

The population of this study is MS Glow consumers in Kedungwaringin District whose total population is unknown. The sampling technique uses the purposive sampling method, which is sampling based on certain criteria. The criteria set out in this sampling are the general public who use MS Glow products. Sampling in this study is in the hope of being able to represent or become a general representation of the population. The population is unknown in number. Thus, this study uses the Lemeshow formula. if N is unknown it will be used lemeshow formula as follows:

$$n = \frac{z^2 p(1-p)}{d^2} = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2} = \frac{3,8416 \times 0,5(0,5)}{0,01} = \frac{0,9604}{0,01} = 96,04 = 100 \text{ (Rounding Results)}$$

3. RESULT AND DISCUSSION

3.1 Test Classical Assumptions

Table 2. Multicholinerity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-7,463	3,416		-2,185	,031		
Halal Labeling	,353	,072	,300	4,909	,000	,863	1,159
Product Quality	,490	,087	,366	5,648	,000	,764	1,308
Brand Image	,599	,085	,481	7,057	,000	,693	1,443

a. Dependent Variable: Purchase Decision

Based on table 2. Multicholinerity tests were performed to determine whether the regression model found a high choleration between independent variables. A good regression model should not occur colleration between independent variables. If the VIF value is not more than 10 and the tolerance value is *The Effect Of Halal Labelization, Product Quality And Brand Image On The Purchase Of Ms Glow In Kedungwaringin District Bekasi - Basar Maringan Hutauruk, Arief Teguh Nugroho*

not less than 0.1 then it can be said to be free from multicollinearity, then it can be concluded that there is no multicollinearity between independent variables in regression.

3.2 Coefficient of Determination

Table 3. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,831 ^a	,691	,682	2,978

a. Predictors: (Constant), Halal Labeling, Product Quality, Brand Image

b. Dependent Variable: Purchase Decision

Based on table 3. above the results of the analysis of the coefficient of determination (R²) obtained 0.691 or 69.1%. This shows that the percentage of contribution of the influence of the dependent variables of Halal Labeling, Product Quality, and Brand Image affects purchasing decisions by 69.1% while the rest is influenced by other variables that are not included in this research model.

3.3 Multiple Regression Analysis

Multiple Regression Analysis is used to prove the correctness of research hypothesis. In this study, multiple linear regression analysis was used to determine whether or not there was an influence of halal labeling (X₁), product quality (X₂), brand image (X₃) on purchasing decision (Y). The test results of multiple linear regression analysis can be seen in the following.

Table 4. Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-7,463	3,416		-2,185	,031
Halal labeling	,353	,072	,300	4,909	,000
Product quality	,490	,087	,366	5,648	,000
Brand Image	,599	,085	,481	7,057	,000

a. Dependent Variable: Employee Performance

Based on table 4. above can be seen the constant (α value) of -7.463 and for Halal Labeling (β value) of 0.353, while the total X₂ Product Quality (β value) is 0.490 and the total X₃ Brand Image (β value) is 0.599. So that it can be obtained the multiple linear regression equation as follows:

$$Y = -7,463 + 0,353X_1 + 0,490X_2 + 0,599X_3 + e$$

The regression equation above shows the relationship between the free variable and the partially bound variable of the equation, it can be concluded that:

The value of the purchasing decision constant (Y) is -7.463 which states that if the variable X₁, X₂, X₃ is equal to 0, namely Halal Labeling, Product Quality, and Brand Image then the purchase decision is -7.463.

The X₁ coefficient of 0.353 means that every time there is an increase in the Halal Labeling X₁ variable by one unit, the purchase decision increases by 0.353 or vice versa if there is a decrease in the variable X₁ Halal Labelization by one unit then the purchase decision decreases by 0.353.

The X₂ coefficient of 0.490 means that every time there is an increase in the Product Quality X₂ variable by one unit, the purchase decision increases by 0.490 or vice versa if there is a decrease in the Product Quality X₂ variable by one unit then the purchase decision decreases by 0.490.

The X₃ coefficient of 0.599 means that every time there is an increase in the X₃ Brand Image variable by one unit, the purchase decision increases by 0.599 or vice versa if there is a decrease in the X₃ Brand Image variable by one unit, the purchase decision decreases by 0.599.

3.4 T Test

Based on table 14 above comparing the calculated t values with the table t. The value of t table is obtained from $df = n-k-1$ or $df = 100-3-1 = 96$. In the table t of 1.985 and alpha 0.05 The test was used to find out whether there was an influence of each variable partially. Here is the data that can be inferred from the table:

The Halal Labelization Variable has a calculation of $4.909 > 1.985$ with a signification level of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion Halal labeling partially affects the purchase decision.

The Product Quality Variable has a calculation of $5.648 > 1.985$ with a signification rate of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion Product Quality affects partially the purchase decision.

The Brand Image variable has a t count of $7.057 > 1.985$ with a signification rate of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion that Brand Image affects the purchase decision partially.

3.5 Simultaneous Test

Table 5. F Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1905,633	3	635,211	71,647	,000 ^b
Residual	851,117	96	8,866		
Total	2756,750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Halal Labeling, Product Quality, Brand Image

Based on the results of table 5. above, the F test (simultaneously) for all variables shows a calculated F value of 71.649 with a significant level of 0.000 while F table using signification of 0.05 with $df 1 + \text{number of variables} - 1$ or $3-1=2$ and $df 2 n-k-1$ or $100-2-1 =97$ then the table F obtains 2.70. Thus it can be concluded that F count $71.649 > 2.70$ and signification $0.000 < 0.05$, then the hypothesis is accepted meaning that Halal Labeling, Product Quality, and Brand Image affect simultaneously the purchase decision.

3.6 Discussion

Effect of Halal Labeling (X1) on Purchasing Decisions (Y). The first test conducted on the Halal Labeling variable (X1) against the purchase decision (Y). The result of processing validity data with 8 statements is valid, because t count $>$ t table while the reliability test results show that cronbach's alpha value is $0.888 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the Halal Labelization measurement scale (X1) has good reliability. And the hypothesis in this study was accepted because the results of testing the T test hypothesis obtained information that the Halal Labelization variable had a calculated T value of 4.909 greater than T table 1.985 with a signification level of 0.000 greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. Thus, it can be concluded that Halal Labeling has a significant effect on the purchasing decision of MS Glow in Kedungwaringin District.

Effect of Product Quality (X2) on Purchasing Decisions (Y). The second test conducted on the product quality variable (X2) against the purchase decision (Y). The result of processing the validity data with 8 statements is valid, because t calculate $>$ t table while the reliability test results show that cronbach's alpha value is $0.800 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the product quality measurement scale (X2) has good reliability. And the hypothesis in this study was accepted because the results of testing the T test hypothesis obtained the information that the ku variable has a calculated T value of 5.648 greater than T table 1.985 with a signification level of 0.000 greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. Thus, it can be concluded that Product Quality has a significant effect on the purchasing decision of MS Glow in Kedungwaringin District.

The Effect of Brand Image (X3) on Purchasing Decisions (Y). The third test conducted on the Brand Image (X3) variable against the purchase decision (Y). The results of processing validity data with 8 statements are valid, because $t_{count} > t_{table}$ while the reliability test results show that cronbach's alpha value is $0.855 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the Brand Image measurement scale (X3) has good reliability. And the hypothesis in this study was accepted because the results of the T test hypothesis test were obtained by the information that the Brand Image (X3) variable had a calculated T value of 7.059 greater than T table 1.985 with a signification level of 0.000 greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. It is hereby stated that Brand Image has a significant effect on MS Glow's purchasing decision in Kedungwaringin District.

The Effect of Halal Labeling, Product Quality, and Brand Image on Purchasing Decisions. Based on the results of hypothesis testing, the F test variable shows a calculated F value of 71.647 with a significant level of 0.000 while F table using signification of 0.05 with $df_1 + \text{number of variables} - 1$ or $3-1=2$ and df_2 $n-k-1$ or $100-2-1 = 97$ then the table F obtained is 2.70. Thus it can be concluded that F counts $71.647 > 2.697$ and signification $0.000 < 0.05$, then the hypothesis is accepted meaning that Halal Labeling, Product Quality and brand image affect simultaneously the purchase decision.

4. CONCLUSION

Halal labeling has a significant effect on the purchasing decision of MS Glow in Kedungwaringin District. Product Quality has a significant effect on MS Glow's purchasing decision in Kedungwaringin District. Brand Image has a significant influence on MS Glow's purchasing decision in Kedungwaringin District. Halal labeling, product quality and brand image have a simultaneous effect on purchasing decisions.

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