



ANALYSIS OF THE USE OF HALAL LABELS, CELEBRITY ENDORSERS, AND PRODUCT KNOWLEDGE AND THEIR EFFECTS ON COSMETIC PRODUCT PURCHASE DECISIONS

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Abstract: Technology and Innovation makes a large number of Muslims in Indonesia an opportunity by presenting halal cosmetic products. In the current era of modern technology, celebrity endorsers have become a means of promotion that supports the public interest in products that have been offered on social media. This study aims to analyze the effect of halal labels on purchasing decisions for cosmetic products, analyze how much influence celebrity endorsers have on purchasing decisions for cosmetic products, analyze how much influence product knowledge has on purchasing decisions for cosmetic products, and analyze how much influence halal labels, celebrity endorsers and product knowledge have. on purchasing decisions for cosmetic products. A total of 96 respondents used multiple correlation research methods. The results of this study indicate that halal labels have a positive and significant influence on cosmetic purchasing decisions, celebrity endorsers have a positive and significant influence on cosmetic purchasing decisions, product knowledge has a positive and significant influence on cosmetic purchasing decisions, halal labels, celebrity endorsers and product knowledge have a positive and significant impact on cosmetic purchasing decisions. positive and significant influence on cosmetic purchasing decisions.

Keywords: Celebrity Endorser; Halal Label; Product Knowledge; Purchase Decision

INTRODUCTION

Beauty is a woman; this is the reason why most women are competing to try various beauty products to make them look beautiful. There are more and more cosmetic product innovations on the market, ranging from cosmetic products used when waking up to various types of cosmetic products used until bedtime. Various brands and types of cosmetic products circulating in the market require women to be observant in choosing cosmetic products, cosmetic products are chosen with consideration of being safe for long-term use. On this basis, many women have started to switch to using halal cosmetic products in their daily lives. This is evidenced by the sales figures for world halal cosmetics, wherein the period from 2013 to 2015 alone, there was significant growth in the market value of halal cosmetics in several countries. Indonesia itself ranks second after Malaysia, with the highest market value in the sale of halal cosmetics.

Table 1. List of Most Popular Cosmetics in Indonesia

No	Cosmetics Name	2016 (Million Units)	2017 (Million Units)	2018 (Million Units)
1	Wardah	8,100	8,421	8,911
2	Sari Ayu	7,817	7,121	7,625
3	Purba Sari	5,716	5,726	5,918

Source: (Tempo, 2019)



Based on the data in table 1 above, it can be seen that the sales of the most popular cosmetics in Indonesia have increased. It can be seen that sales data from 2016 to 2018 are Wardah's most popular cosmetics in Indonesia and its sales continue to increase. This makes Wardah very popular in Indonesia as a halal cosmetic. Indonesia itself is a country in the world that gets the value of halal cosmetics sales which continues to increase significantly. This figure is expected to rise significantly, considering that many cosmetic vendors compete to produce halal cosmetics.

The cosmetic industry that starts to innovate with halal cosmetics must carry out a series of halal certification processes on its products before entering and circulating in the market as halal cosmetic products. In Indonesia, the procedure is carried out by the state agency MUI. The ease with which halal cosmetics are accepted in the Indonesian market cannot be separated from the Indonesian population, as many as 87.18 percent are Muslim of the total Indonesian people. This makes halal cosmetics not only fulfilled as a trend but also a necessity because the majority of Indonesian people are Muslims.

The large opportunity for the halal cosmetics market in Indonesia provides a good opportunity for the cosmetic industry to innovate. PT Paragon Technology and Innovation makes a large number of Muslims in Indonesia an opportunity by presenting Wardah halal cosmetic products to society. Starting in 1995, Wardah became the first and only cosmetic brand that carries halal cosmetic products. PT Paragon Technology and Innovation is a company that produces Wardah products. In 2014 Wardah's sales figure reached Rp. 200 billion per month, competing with two other local products, namely Mustika Ratu, which only obtained sales figures in the range of Rp. 400 billion per year and Martha Tilaar with sales figures ranging from Rp. 600 billion per year. According to Farid Fatahillah, a business analyst at the Middle-Class Institute (MCI), this is a fantastic sales figure. Wardah's success only started in 2010, when Indonesia's gross domestic product figure reached \$3,000. However, Wardah's turnover has managed to reach 75 percent over the last four years.

In 2014, Wardah managed to achieve a market share of up to 30%. Based on a survey by AC Nielsen, the development of cosmetic turnover is only 15% per year. Halal cosmetic products from Wardah are starting to dominate a larger market share in Indonesia, as seen from the results of a Twitter survey conducted by GDILAP.com which is an analytic company, showing the market share for Wardah products is 77 percent, while Sari Ayu only gets 14 percent and Purba Sari got 9 percent.

Wardah Cosmetics is the first cosmetic that has a halal label on its packaging, a halal label is a label that contains halal information which is a guarantee of the halalness of a product (Khasanah, et al., 2014). Before attaching the halal label to the packaging, Wardah first follows a series of processes to obtain a halal certificate, which is legality and permission to include a halal label on the packaging.

Wardah cosmetic products have been certified Halal by the MUI, this halal certificate is a requirement to obtain permission to embed a halal label on product packaging from the authorized government agency. In determining standards, halal-labeled products are not only seen from the ingredients contained in the product but also a halal certificate issued by the halal certification agency, MUI, issued if the product has been produced in a process that complies with sharia standards in addition to ingredients that have to be halal to use (Latiff, 2020).

Since 2012, the hijab trend has begun to be loved by most Indonesian Muslim artists, Wardah takes advantage of this trend to increase product demand growth. Wardah also uses Indonesian artists and people who are competent in the field of fashion, especially young designers to become Wardah's endorsers, so that Muslim women are expected to be more interested in following the trend of halal cosmetics. Wardah product endorsers not only optimize marketing through social media and



advertising media, but endorsers also take part by participating in the activities carried out by Wardah. Some names that have succeeded in becoming Wardah's celebrity endorsers include Inneke Koesharwati, Natasha Rizky, Ria Miranda, Dian Pelangi, Zaskia Sungkar, Dewi Sandra, Lisa Namuri, Tatjana Saphira, and Raline Shah. According to Shimp, (Nuraini & Maftukhah, 2015) Celebrity endorsers use artists or advertising stars in media, ranging from print to social media and television media. In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, elegance, strength, and physical attractiveness which often represent the attractiveness desired by the brand they want.

Wardah cosmetic users are not users who just because of the trend, cosmetic users who switch to using Wardah cosmetics are people who know products other than wardah cosmetic advertisements. The ease of information obtained makes many women switch to using halal cosmetic products from Wardah, they seek information about cosmetic products before deciding to buy Wardah products. Product knowledge is a collection of various information about products. This knowledge includes product categories, brands, product terminology, product attributes or features, product prices, and beliefs about products (Khasanah, et.al., 2014). Consumers who switch to Wardah products are consumers who have information about Wardah cosmetic products, considering that Wardah cosmetic products do not provide instant effects immediately after use. This shows that Wardah is a product that sells well in the market.

The number of cases of abuse of chemicals in cosmetic products has made halal cosmetic products hunted in the city of Lhokseumawe. Lhokseumawe is one of the cities in Aceh province with the largest population and the majority of the population is Muslim. Hijab trends and technological advances also positively impact the sales of Wardah cosmetic products in the city of Lhokseumawe. From the statement above, it is done to analyze the effect of halal labels on purchasing decisions for cosmetic products, analyze how much influence celebrity endorsers have on purchasing decisions for cosmetic products, analyze how much influence product knowledge has on purchasing decisions for cosmetic products, and analyze how much influence halal labels, celebrity endorsers and product knowledge have. on purchasing decisions for cosmetic products.

METHODS

This research was conducted in the city of Lhokseumawe and the objects of research were consumers who bought and used Wardah cosmetic products in Lhokseumawe City. The sampling technique used in this study was non-probability sampling involving 96 people with different backgrounds.

The tests used include validity and reliability tests, classical assumption tests, and hypothesis testing using SPSS. This type of research uses multiple correlation research with the following variables:



Table 2. Variable Operational Definitions

Variable Name	Variable Operational Library	Indicator	Scala
Purchase Decision (Y)	The purchasing decision is a process where consumers know the problems they face, then look for product or brand information and evaluate each option that can solve the problem so that it leads to a purchase decision.	<ol style="list-style-type: none"> 1. Selection of products/services, reasons why consumers choose products/services to meet their needs 2. Brand selection is how a brand positions itself in the minds of consumers, including a unique brand image of the product/service. 3. Timing is one of the most important elements for consumers to buy a product/service. 4. Selection of method/payment: Consumers must choose the method/payment of the product purchased. (Kotler & Amstrong, 2008)	Likert
Halal label (X ₁)	Halal labels are products that have passed a series of procedures and conditions set by the Product Halal Guarantee Agency, namely the MUI.	<ol style="list-style-type: none"> 1. Images are the result of imitation in the form of shapes or patterns (animals, people, plants, etc.) made with writing implements. 2. Writing is the result of writing that is expected to be read. 3. The combination of images and writing is a combination of the results of the images and the results of writing which are made into one part. 4. Attached to the packaging, can be interpreted as something attached (intentionally or unintentionally) to the packaging (product protector). (Utami, 2013)	Likert
Celebrity Endorser (X ₂)	A celebrity endorser is someone who has charm as a representative of a brand in conveying information and as a supporter of a brand so that information is more easily accepted and understood by the target audience.	<ol style="list-style-type: none"> 1. Trustworthiness. refers to a message source's honesty, integrity, and confidence. 2. Expertise. It refers to the knowledge, experience, or expertise possessed by an endorser associated with a brand supported by an endorser who is accepted as an expert on the brand he supports will be more persuasive in attracting the audience than an endorser who is not accepted as an expert. 3. Physical Attractiveness. it refers to the self that is considered an interesting thing to look at about the concept of a particular group with physical attractiveness. 4. Respect. The quality that is valued or favored as a result of the quality of personal achievement. 5. Similarity. It refers to similarities between endorsers and audiences in terms of age, gender, ethnicity, social status, and so on. (Nuraini & Maftukhah, 2015)	Likert
Product knowledge (X ₃)	Product knowledge is a collection of various information about products attached to the minds of consumers.	<ol style="list-style-type: none"> 1. product as bundles of attributes is the brand reminds of certain attributes. 2. product as bundles of benefits is the attributes that must be translated into functional and emotional benefits. 3. product as value satisfier is the product's attributes say something about the value of the procedure. 4. model/feature is the distribution of products based on consumer segments. (Siddiq, 2013)	Likert

Source: Processed data (2022)



RESULTS AND DISCUSSION

Respondent Results

Table 3. Respondents Answer Descriptive

Variable	Indicator	Mean	Std Dev
Purchase Decision (Y)	Y ₁	4.06	1.20
	Y ₂	4.06	1.38
	Y ₃	4.05	1.31
	Y ₄	4.04	1.49
Halal Label (X ₁)	X _{1.1}	4.29	1.03
	X _{1.2}	4.45	0.85
	X _{1.3}	4.61	0.82
	X _{1.4}	4.42	0.98
	X _{1.5}	4.42	0.98
Celebrity Endorser (X ₂)	X _{2.1}	4.41	0.89
	X _{2.2}	4.21	1.00
	X _{2.3}	4.35	0.85
	X _{2.4}	4.36	0.80
	X _{2.5}	4.28	1.33
Product knowledge (X ₃)	X _{3.1}	4.08	1.07
	X _{3.2}	4.07	1.00
	X _{3.3}	4.39	0.83
	X _{3.4}	4.06	1.10

Source: Processed data (2022)

Based on table 3, it can be seen that all the indicators used in this study which consist of purchasing decision indicators, halal labels, celebrity endorsers, and product knowledge have an average value that is in a position above 4, so if it is associated with a Likert Scale which is used, then all respondents tend to give answers Agree to the indicators used in this study. In addition, this study also found that all indicators have a mean value that is greater than the standard deviation value which indicates that fluctuations in the answers given by respondents are small fluctuations so that respondents have answers that tend to be the same.

Validity and Reliability Test

Table 4. Validity Test

No	Indicator	r _{table}	Pearson Correlation/ r _{count}	Explanation
1.	Halal Label (X ₁)	0.200		Valid
	(X _{1.1})		0.864	
	(X _{1.2})		0.898	
	(X _{1.3})		0.743	
	(X _{1.4})		0.677	
2.	Celebrity Endorser (X ₂)	0.200		Valid
	(X _{2.1})		0.862	
	(X _{2.2})		0.885	
	(X _{2.3})		0.876	
	(X _{2.4})		0.888	
	(X _{2.5})		0.703	
3.	Product knowledge (X ₃)	0.200		Valid
	(X _{3.1})		0.760	
	(X _{3.2})		0.857	
	(X _{3.3})		0.784	
	(X _{3.4})		0.829	

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4.	Purchase Decision (Y)	0.200		Valid
	(Y ₁)		0.692	
	(Y ₂)		0.767	
	(Y ₃)		0.820	
	(Y ₄)		0.690	

Source: Processed data (2022)

Based on table 4, all indicators used to measure all variables in this study have r_{count} values that are greater than r_{table} . Therefore, it can be concluded that all indicators used are valid, which means that respondents can understand all the questions in the questionnaire properly and correctly.

Table 5. Reliability Test

Variable	Cronbach Alpha	N	Explanation
Halal Label (X ₁)	0.801	4	Reliable
Celebrity Endorser (X ₂)	0.875	5	Reliable
Product knowledge (X ₃)	0.818	4	Reliable
Purchase Decision (Y)	0.724	4	Reliable

Source: Processed data (2022)

Based on table 5, it was found that all variables showed Cronbach Alpha values > 0.60. Therefore, it can be concluded that all variables in this study are declared reliable. This shows that the statement items used in the research were able to obtain consistent data from time to time, in the sense that if the statement is submitted again in the future, relatively the same answer will be obtained.

Normal P-P Plot of Regression Standardized Residual

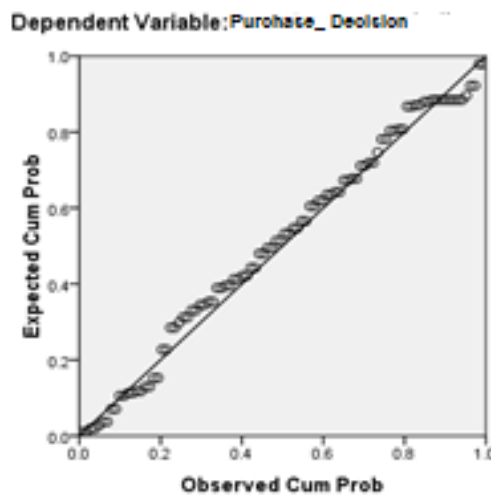


Figure 1. Normality Test

Source: Processed data (2022)

The Normal P-P Plot graph above shows that the research data has a normal distribution because the data focus on the mean and mean values or the p-p plot values are located on the diagonal line, so it can be said that the data is normally distributed.



Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Label Halal	.561	1.783
Celebrity Endorser	.375	2.668
Product knowledge	.486	2.057

Source: Processed data (2022)

Table 6 above explains that the existing data does not occur in multicollinearity between each independent variable by looking at the VIF value. The VIF value that is allowed only reaches 10, so the above data can be ascertained that there are no symptoms of multicollinearity, because the VIF value is smaller than 10.

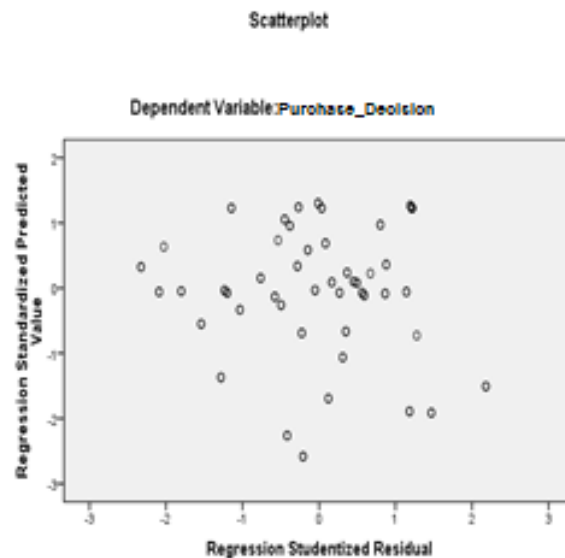


Figure 2. Heteroscedasticity Test

Source: Processed data (2022)

Based on the picture above, it can be seen that the points spread evenly in heteroscedasticity above and below the number 0 on the Y-axis. In addition, these points do not form a certain pattern, so it can be concluded that there are no symptoms in this study.

Multiple Regression Test

Table 7. Multiple Linear Regression Estimation

Model	Unstandardized Coefficients t			Sig.
	B	Std. Error		
1 (Constant)	.942	.571	1.650	.102
Halal_Label	.179	.160	2.494	.022
Celebrity_Endorsert	.135	.177	2.197	.034
Product_Knowledge	.720	.156	4.623	.000

Source: Processed data (2022)



According to Table 7 above, the halal label has a positive effect on purchasing decisions with a regression coefficient value of 0.179. Celebrity endorsers have a positive effect on purchasing decisions with a regression coefficient of 0.135. Product knowledge has a positive effect on purchasing decisions with a regression coefficient value of 0.720.

Table 8. Correlation Coefficient and Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.537a	.288	.265	.85957	2.068

Source: Processed data (2022)

According to table 8, Halal labels, celebrity endorsers, and product knowledge have a relationship with purchasing decisions of 53.7%. Meanwhile, the value of the coefficient of determination (Adjusted R Square) is 0.265 or 26.5% which indicates that the halal label, celebrity endorser, and product knowledge can explain the purchase decision by 26.5%, while the rest (75.5%) is explained by factors -other factors not analyzed in this study.

Table 9. Results of Partial Influence Hypothesis Testing

Hypothesis	Variable Relations	T _{Count}	t _{table}	Significance	Explanation
H ₁	X ₁ to Y	2.494	1.986	0.022	Approved
H ₂	X ₂ to Y	2.197	1.986	0.034	Approved
H ₃	X ₃ to Y	4.623	1.986	0.000	Approved

Source: Processed data (2022)

The results of this study indicate that halal labels have a positive and significant influence on cosmetic purchase decisions, celebrity endorsers have a positive and significant influence on cosmetic purchase decisions, and product knowledge has a positive and significant influence on cosmetic purchase decisions.

Table 10. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.492	3	9.164	12.403	.000 ^a
Residual	67.976	92	.739		
Total	95.468	95			

Source: Processed data (2022)

The results of this study indicate that Halal labels, celebrity endorsers, and product knowledge have a positive and significant impact on cosmetic purchasing decisions. positive and significant influence on a cosmetic purchase decision.

The Effect of Halal Label on Purchase Decision

The label is an important icon in the world of marketing, the label becomes the identity of a product for a consumer (Gustiani et al., 2022). The label is a reminder when consumers decide to buy a product, the label becomes a picture of a product for consumers so that competing industries in the marketing world create their own unique, attractive, and memorable labels to represent their products (Nabila & Wibowo, 2022).



The results of this study found that the halal label had a positive and significant effect on purchasing decisions. This is in line with the findings of Utami (2013) who found that halal labels have a positive and significant effect on purchasing decisions. These results indicate that the image of the halal logo on a product is a consideration in deciding to buy the product, especially in a country with a Muslim majority such as Indonesia.

The Effect of Celebrity Endorsers on Purchase Decision

A celebrity endorser is a description of a product, the attractiveness of a product depends on whom the celebrity endorser is used (Ikawati et al., 2021). A celebrity endorser is a reflection that represents a product on a living "thing" if the celebrity endorser has a good image, then the product is considered good (Lasmana & Gunthoro, 2022). Vice versa, if the celebrity endorser used has a bad image, then the product is also considered bad among consumers (Frimayasa & Nasution, 2022).

The results of this study found that celebrity endorsers have a positive and significant effect on purchasing decisions. This is in line with that found by Gumelar (2016) who found that celebrity endorsers have a positive and significant effect on purchasing decisions. The use of artists as a promotional tool influence purchasing decision (Ferdinand et al., 2021). Moreover, beauty products that can improve a person's lifestyle, of course, are based on what the artist or idol is wearing (Nagara & Nurhajati, 2022).

The Effect of Product Knowledge on Purchase Decision

Basically, before deciding to buy a product, a consumer tends to look for and examine the information from various sources (Laukka et al., 2019). The information obtained is reviewed according to the needs and desires of consumers so that consumers get an idea as to whether the product can provide the desired effect.

The results of this study found that product knowledge has a significant effect on purchasing decisions. This is in line with what was found by Khasanah et al. (2014) that product knowledge has a positive and significant effect on purchasing decisions. The more consumers find out how the quality of the product is, the increase in purchasing decisions will also increase.

CONCLUSION

Halal labels positively and significantly influence Wardah's cosmetic purchasing decisions in Lhoksemawe City. Celebrity endorsers positively and significantly influence Wardah's cosmetic purchasing decisions in Lhoksemawe City. Product knowledge has a positive and significant impact on Wardah's cosmetic purchasing decisions in Lhoksemawe City. Simultaneously, halal labels, celebrity endorsers, and product knowledge positively and significantly influence Wardah's cosmetic purchasing decisions in Lhoksemawe City.

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