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Analysis of Brand Awareness and Halal Label on Brand Attitude

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Abstract: This study aims to analyze the effect of brand awareness and halal label on brand attitude of Wardah cosmetic customers in Sukabumi City. The method used is descriptive-analytical approach with quantitative research techniques. Data were collected through observation, interviews, questionnaires, literature study, and documentation, involving 94 respondents who are consumers of Wardah products. Data analysis used multiple correlation analysis and multiple linear regression, supported by partial (t-test) and simultaneous (f-test) significance tests with the help of SPSS 26 software. The results showed that there is a strong relationship between brand awareness and halal labeling on brand attitude, with a correlation value of 0.742. The contribution of the two variables in influencing brand attitude is 88.8%, while 11.2% is influenced by other variables not studied. The t-test reveals that both brand awareness and halal labeling partially have a positive and significant influence on brand attitude. In addition, the results of the f-test show that the two variables simultaneously significantly influence brand attitude.

Keywords: Brand Awareness, Halal Label, Brand Attitude.

INTRODUCTION

The greater a person's interest in a brand, the greater the desire to own the brand. The phenomenon of Indonesian cosmetic consumers, where the Muslim population is almost exclusively dependent on non-Muslim cosmetic products (Ulfia, 2023). Therefore, there are significant obstacles in terms of halal components in cosmetics. The company created the first Wardah cosmetics in Indonesia made using haram ingredients, after realizing many products were potential sources of contamination.

Muslim women's interest in PTI products began to appear when the product was developed in Indonesia in the halal market in 1993. This action needs to be taken by marketers to increase Muslim consumer confidence in halal-labeled cosmetics from the Wardah brand. Because the brand

This emphasizes how important it is to have cosmetics, but when choosing them, we must consider the real dangers involved in their use while keeping in mind that chemicals have no effect on the quality of the product. adept at choosing a cosmetic brand that meets your needs (Naufal, 2019). This researcher found that one of the factors that encourage

consumers to buy an item is the brand of the product itself. Women who aspire to be beautiful often make bad decisions that end up harming themselves. When choosing makeup, women should be more careful to prevent self-destructive behavior. The topic of this research is a case study of a halal cosmetic called Wardah whose name is reminiscent of beauty.

Nowadays, things are evolving faster as things get more modern. Today, the world is changing rapidly, and companies in similar fields are facing fierce competition. Cosmetics for beauty is one such sector, as it is becoming increasingly important in people's daily lives. It is no surprise that every entrepreneur who manufactures makeup products strives to lead the beauty cosmetics market to ensure that their products are favored by customers. This is because many businesses are working hard to provide one cosmetic product that incorporates many breakthroughs.

Many shopping centers and malls in Indonesia have well-known brands that daily attract regular customers from both domestic and overseas markets, encouraging them to buy shares. Ethnic communities are particularly fond of this location. Since this can increase the value of the product and even influence consumers' purchasing decisions, brand image is very important. Customers give top priority to the brand when choosing which product to buy. Primary source: This shows the importance of branding to consumers, especially when it comes to lowering purchase-related risks.

According to Kotler & Armstrong (2016), human desire stems from a feeling of lack of fulfillment of certain fundamentals. is a product offered to meet the aspirations of customers to appear more stunning and attractive According to the statistics of the Ministry of Industry, the number of consumers using cosmetics increased by 14% in 2015 to Rp. 9.76 trillion from Rp. 8.5 trillion in the previous year, the development of Indonesia's cosmetics sector is now fairly strong. Due to this increase in competitiveness

Every company wants to dominate the cosmetics market because this shows that customers like their products. Customers who use Wardah cosmetics will definitely give high ratings and trust to companies that produce well-received goods. Understanding the features, advantages, and content makeup of a product as well as its general quality are some of the variables that determine its safety.

Table 1. Wardah disukabumi cosmetics

| No. | Official/Product Store |
|-----|---|
| 1. | Official beauty lipstick, powder, mask, moisturizer, etc. |
| 2. | Khawaidol shop eye palette, sunscreen, shampoo, etc. |

Source: *Disukabumi* cosmetic data

Given Table 1, business actors or product marketers sell brands in order to grow the brand market. Brand awareness is the capacity of potential customers to recognize or remember a brand associated with a product (Putri et al, 2019). Brand awareness can help in building a relationship between the company's intended association and its brand by growing consumer familiarity with the brand and showing its dedication to its consumers. Although brand recognition is different from brand awareness, Wardah has become one of the leading halal cosmetic brands in Indonesia. The growing company currently produces cosmetics as well as a range of superior skin and hair care products. Some of the best-selling items.

Where knowledge, attitudes, and/or behavior are changed by experience. (Setiadi, 2018). defines consumer learning as a change caused by previous encounters. Customers gain a variety of experiences when buying goods and finding product brands that they like. Because of the attitudes they build, consumers will choose to buy certain brands and trust the information provided. Consumer attitudes are reflected in their decisions and beliefs about a brand. Purchasing decisions are often influenced by public sentiment

towards a brand. Consumers who have positive feelings towards a company can buy products from that company, while customers who have a bad attitude will not be able to buy the product.

According to research by Puspita et al (2018), cosmetic goods with halal labels offer positive characteristics that are likely to influence consumer perceptions of the brand. To satisfy the desire for comfort when consuming their goods, businesses must educate consumers about the benefits and applications of their offerings. For cosmetics, product information is indispensable. Such information may include the product's validity period, composition and mixing combination, instructions for use, and verification that the product has been inspected by the Food, Drug, and Cosmetic Control Agency (BPPOM).

Informing Muslim shoppers that the product is halal is very important. Halal product information is listed on There is only one method for consumers to get the goods they need. One approach is to look for details of product quality. The product feature is *brand attitude*. Attitude towards the *brand* (brand attitude) is the overall evaluation of consumers towards the brand, or brand image as an overall evaluation of the brand in the context of quality and satisfaction with the brand (Rahmat Saleh & Ade Onny Siagian, 2020). A rational consumer will choose products with good quality, affordable or cheaper prices and products that are easy to obtain. The quality of the product desired by consumers regarding its benefits is to meet the needs and safety of consumers, so that consumers feel comfortable in using this Wardah product.

In this case, brand awareness is very important because it encourages customers to make a second purchase with confidence, eliminating doubts about the decisions and purchases made by consumers. This encourages customer loyalty (Nurhikmat A., 2023). Purchases or activities carried out by customers have nothing to do with these goods. Consumers often consider price, quality, and well-known goods when weighing the many elements that influence a good or service. companies that produce cosmetics. The three brands Putri Zahra, Wardah, and Zahra are the foundation of the product. This research includes a case study with the Wardah brand. This decision is based on the sales system and industrial products. In addition to being freely accessible, Wardah products from LP POM MUI are also halal. Zahra is sold through multilevel marketing (MLM), while Putri specifically targets the beauty salon sector.

Wardah had very little wiggle room when the "halal" cosmetics label was first created. However, Wardah has grown to become the largest halal cosmetics company in the world thanks to its relentless and ingenious marketing innovations. (SWA Sembada, Vol. 28, No. 18, September 2012) Wardah's sales growth rate.

The statements submitted by the researcher in the pre-research questionnaire are:

Table 2. Wardah Sales Data 2023

| No. | Popular local skincare brands | Respondent Section |
|-----|-------------------------------|--------------------|
| 1. | Wardah | 26% |
| 2. | Ms. Glow | 7% |
| 3. | Scarlett Whittening | 7% |
| 4. | Emina | 5% |

Data source: wardah sales 2023

Cosmetics consumer information on the increase in Wardah cosmetics customers in Sukabumi City in 2023 is increasing in Wardah cosmetics can be seen in Tab 1.2.

This suggests that Wardah Cosmetics' continued growth may jeopardize its existence. Therefore, it makes sense for Wardah Cosmetics to grow its customer base to capitalize on this endeavor.

The company focuses on retaining customers because it can generate more value than its competitors; therefore, marketing Wardah cosmetics is very important (Dora Y.M., Wibowo A.R, 2023). Consumer sentiment towards a brand has an impact on their behavior towards that brand. Customers are a function of trust, and from this trust it can be concluded that people truly believe that a person's tendency to choose and own a brand increases proportionally with the level of interest in the brand.

Liyono (2022) found that consumers' perceptions of certain people-both positive and negative emotions-have an impact on their brand. Repurchase interest may increase proportionally to consumers' perceptions of the brand; In the later stages of the buying process, buyers tend to show an organized and well-structured approach, which speeds up the customer's decision-making process, the more positive or happy they are with the brand.

Gratitude towards the desired brand Brand awareness affects a person's attitude towards a brand or brand attitude. The capacity of potential customers to identify reminders that a brand belongs to a particular product category is known as brand awareness (Aaker, 2019). By lowering the perceived risk of the brand that consumers choose to buy, brand awareness affects customers' confidence in their purchasing decisions. The more confident consumers are in choosing, they are familiar with a brand. When consumers find products with a high level of brand awareness, they are more likely to remember the brand. Consumer preference for a brand that will be given top priority consideration is indicated by brand awareness. The results of this study indicate that brand awareness has a good influence on brand attitude.

This reason is in line with Rangkuti's (2020) perspective on consumer decision making in the context of purchasing, where consumers often choose a brand when faced with a choice between a product's price, name, and other attributes. The two products are Wardah, an original Indonesian product that received the halal predicate in 2011. The brand's first site was established on February 28, 1985 during its inaugural debut in Sudirman, Jakarta. Things

By occupying the top spot, Wardah consistently shows its dedication. Therefore, Muslims in Indonesia should strongly trust this information. A person's perception is the impression he gets from his five senses, which is then analyzed, organized, interpreted, and evaluated to be given meaning.

The halal label itself, on the other hand, can be seen as an individual's analysis, interpretation, and evaluation of impressions that lead to the interpretation that everything labeled halal must be halal and allowed by Islamic law. Thus, Islamic teachings provide direction and practical guidance in living human life (A.A. Miftah, 2020). One's ideals or goals:

Table 3. Cosmetics that have halal labeling

| No. | Cosmetics with Halal Label | Cosmetics without Halal Label |
|-----|-----------------------------|---|
| 1. | Wardah Cosmetics | Curcuma longa |
| 2. | Sariayu | HN bleach |
| 3. | By Lizzie Para (BLP Beauty) | NXY Eyebrow Pencil |
| 4. | Zoya Cosmetics | New Papaya Whitening Soap |
| 5. | ESQA | MAC Eyebrow Pencil |
| 6. | Amara Halal Cosmetics | Revlon Eyebrow Pencil |
| 7. | Safi | Collagen Plus Vit E Day ang Night Cream |
| 8. | Loreal | Cream Natural 99 |
| 9. | ForestSecret | Sp Whitening and Anti Acne |
| 10. | Olive Natural Skincare | Quin Pearl Cream |

Source: A.A.Miftah, 2020

Many of the cosmetic brands and products listed in table 3 do not have halal labels on their packaging, thus encouraging consumers to consider buying them. However, some Muslim women use cosmetics that do not have an official halal certificate issued by the Indonesian Ulema Council (MUI). Even so, some Muslim women dare to use these products. Based on the findings obtained, there are still many Muslim women who consume the products mentioned above, namely products that do not have a halal mark on the packaging (Miftah, 2020).

In 2022, the research problem is the phenomenon of brand attitude, Wardah cosmetics do not yet have a brand attitude towards consumers because there is no halal label on the packaging. However, when the halal label actually appears on Wardah cosmetics packaging in 2022, Wardah cosmetics will have a brand attitude towards consumers (Mean et al, 2022). Since Islamic law prohibits the use of cosmetics labeled "halal", the use of halal products or clothing is also required. This means that Muslim women can feel safe in using halal products because Islamic law prohibits the use of anything that is considered haram. For Muslims, the idea of halalness is very important. Research Gap on Brand awareness, namely by using quantitative regression research techniques, this study investigates the impact of halal label brand awareness on brand attitudes. (Khasanah, 2021) Research Gap on the halal label this research examines Ms. Glow in Blora district this is not significant and not positive towards buying interest in Ms. Glow in Blora Glow district in Blora district Research Gap on Brand Attitude this research looks at the small impact on students' desire to buy back magnum ice cream (Madevi, 2019).

From the phenomena described above, researchers are interested in conducting research with the title "Analysis of Brand Awareness of Halal Label on Brand Attitude to Wardah Cosmetics in Sukabumi City".

METHODS

The methodology the authors use in this study combines an analytical descriptive approach with a quantitative approach which is often called naturalistic research (Nazir, 2014). The population and sample in this study were 94 consumers with the category of consumers who made purchases of Wardah cosmetic products. The data collection techniques used are observation, interviews, questionnaires, literature studies, and documentation. The data analysis techniques used are descriptive analysis, multiple correlation analysis, coefficient of determination analysis, multiple linear regression analysis, partial significant test (t-test), and simultaneous significant test (f-test).

RESULTS AND DISCUSSION

Multiple Correlation Analysis

This test aims to be able to show how strong the relationship between two or more variables together with other variables using multiple correlation techniques. Researchers use SPSS 26 *software* in performing multiple correlation analysis techniques. The test results are as follows:

Table 4. Multiple Correlation Analysis Results

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .742 ^a | .888 | .886 | .47831 |

a. Predictors: (Constant), Brand Awareness, Halal Label

b. Dependent Variable: Brand Attitude

Source: Data Processing Results, 2024

Based on the results above, it is known that the correlation between the *Brand Awareness* and Halal Label variables on *Brand Attitude* is 0.742.

The calculation results obtained are then given an interpretation of the strength of the relationship using the following guidelines:

Table 5. Correlation Coefficient According to Guilford Criteria

| <u>Coefficient Interval</u> | <u>Relationship Level</u> |
|-----------------------------|---------------------------|
| 0,00 - 0,199 | Very Low |
| 0,20 - 0,399 | Low |
| 0,40 - 0,599 | Medium |
| 0,60 - 0,799 | Strong |
| 0,80 - 1,000 | Very Strong |

Source: Data processed by researchers, 2024

Based on the above criteria, the correlation calculation result is 0.742 with a 5% error or $\alpha = 0.05$. Then the resulting value lies in the strong criteria, meaning that the variables *Brand Awareness* (X_1) and Halal Label (X_2) on *Brand Attitude* (Y) empirically have a strong correlation.

Coefficient of Determination Analysis

This test aims to determine the influence of *Brand Awareness* (Variable X_1) and Halal Label (Variable X_2) on *Brand Attitude* (Y). To find out how much the percentage contribution of *Brand Awareness* and *Halal Label* variables in measuring *Brand Attitude*, namely referring to the R square found in the following table:

Table 6. Results of the Coefficient of Determination Analysis

| <u>Model Summary^b</u> | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .742 ^a | .888 | .886 | .47831 |

a. Predictors: (Constant), Brand Awareness, Halal Label

b. Dependent Variable: Brand Attitude

Source: Data Processing Results, 2024

Based on the table above, it can be seen that the coefficient of determination or R square is 0.888. So it can be concluded that the magnitude of the contribution of the influence of *Brand Awareness* and Halal Label in measuring *Brand Attitude* is 88.8%, while the remaining 11.2% is influenced by other variables not examined in this study. Based on the above calculations, the calculation of the research model can be formulated as follows:

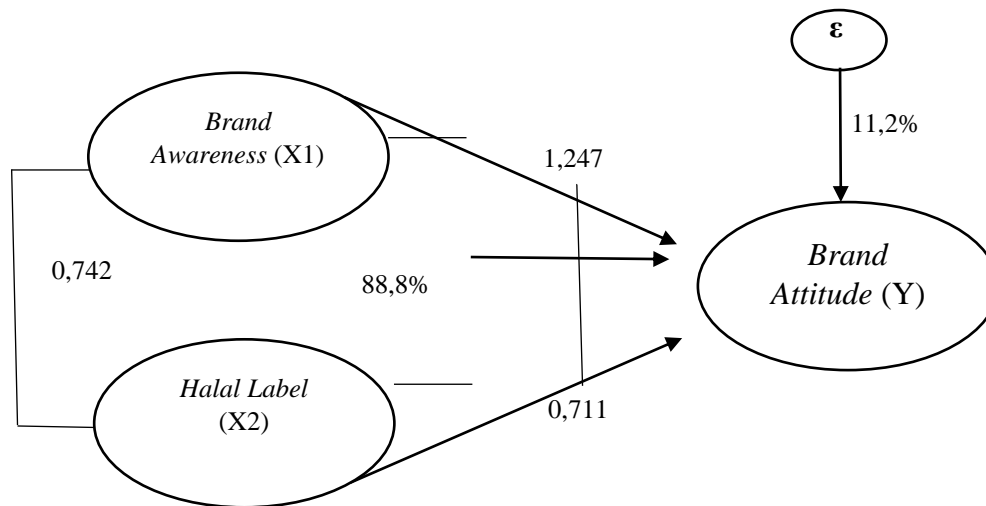


Figure 1. Research Model Calculation

Source: processed by researchers, 2024

Based on the picture above, it can be seen that the correlation between *Brand Awareness* and *Halal Label* on *Brand Awareness* is 0.742. The relationship between the *Brand Awareness* variable and *Brand Attitude* is 1.247, the relationship between the *Halal Label* variable and *Brand Attitude* is 0.711, and the contribution of *Brand Awareness* and *Halal Label* in influencing *Brand Attitude* is 88.8% while the remaining 11.2% is influenced by other variables not examined in this study.

Multiple Linear Regression Analysis

This test aims to measure how much influence the independent variable has on the dependent. In addition, to determine whether the independent variable has a positive or negative relationship with the dependent variable.

The results of multiple linear regression testing are as follows:

Table 7. Multiple Linear Regression Analysis Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 14.605 | 1.052 | | .576 | .006 |
| Brand Awareness | 1.247 | .088 | .874 | 6.252 | .000 |
| Halal Label | .711 | .090 | .076 | 4.233 | .002 |

a. Dependent Variable: Brand Attitude

Source: Data Processing Results, 2024

Based on the results of the value of the multiple linear regression equation above, the regression equation can be made as follows:

$$Y = a + b X_{11} + b X_{22}$$

$$Y = 14.605 + 1.247X_1 + 0.711X_2$$

From the equation above, it can be interpreted as follows:

1. The constant value (a) 124.228 means that if the variables X_1 and X_2 are equal to zero (0), then the variable Y is worth 14.605.
2. The regression coefficient value of the *Brand Awareness* variable (X_1) is positive, which is equal to 1.247, meaning that every additional value of one unit (1) in the *Brand Awareness* variable (X_1), the value of the *Brand Attitude* variable (Y) will increase by 1.247 units, assuming that the other independent variables are constant.

3. The regression coefficient value of the Halal Label variable (X_2) is positive, which is equal to 0.711, meaning that every additional value of one unit (1) in the Halal Label variable (X_2), the value of the *Brand Attitude* variable (Y) will increase by 0.711 units, assuming that the other independent variables are constant.

Hypothesis Testing

1. Simultaneous Significant Test (F-test)

This test is used to determine whether the independent variables jointly have a significant effect on the dependent variable or not. Based on the results of data processing that has been carried out, the results of the Simultaneous Significant Test (F-test) are as follows:

Table 8. Simultaneous Significant Test Results (F-test)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 260.171 | 2 | 130.086 | 68.607 | .000 ^b |
| | Residuals | 32.944 | 144 | .229 | | |
| | Total | 293.116 | 146 | | | |

a. Dependent Variable: Brand Attitude

b. Predictors: (Constant), Halal Label, Brand Awareness

Source: Data Processing Results, 2024

Based on the results above, the Sig value is $0.000 < 0.05$ and the F_{count} value is $68.607 > F_{\text{tabel}} 3.06$, then H_0 is rejected and H_1 is accepted. This means that the *Brand Awareness* (X_1) and Halal Label (X_2) variables together have an effect on the *Brand Attitude* (Y) variable.

2. Partial Significance Test (t-test)

This test is used to determine whether partially the *Brand Awareness* and Halal Label variables have a significant effect or not on *Brand Attitude*. Based on the results of data processing that has been carried out, the results of the Partial Significance Test (t-test) are as follows:

Table 9. Partial Significance Test Results (T-Test)

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
| | B | Std. Error | Beta | t | Sig. |
| 1 (Constant) | 14.605 | 1.052 | | .576 | .006 |
| Brand Awareness | 1.247 | .088 | .874 | 6.252 | .000 |
| Halal Label | .711 | .090 | .076 | 4.233 | .002 |

a. Dependent Variable: Brand Attitude

Source: Data Processing Results, 2024

The results of the table above are as follows:

1. In the table Coefficients in the *Brand Awareness* variable row, the Sig value is $0.006 < 0.05$ and the t_{count} value is $6.252 > t_{\text{tabel}} 1.655$, so H_0 is rejected and H_1 is accepted. This means that *Brand Awareness* partially has a significant effect on *Brand Attitude*.
2. In the Coefficients table in the Halal Label variable row obtained a Sig value of $0.000 < 0.05$ and a t_{count} value of $4.233 > t_{\text{tabel}} 1.655$ then H_0 is rejected and H_1 is accepted. This means that the *Halal Label* partially has a significant effect on *Brand Attitude*.

Discussion

Effect of *Brand Awareness* (X_1) on *Brand Attitude* (Y)

The test results were carried out using SPSS 26 *software*, the acquisition of the results of *Brand Awareness* (X_1) on *Brand Attitude* (Y) was 6.252. The researcher's error rate is 5% or 0.05 and $df = (n-k)$, $df = 147 - 3 = 144$. The value of T_{hitung} will be compared with the T_{tabel} obtained of 1.655 in accordance with the provisions.

Then the results obtained are the value of T_{hitung} of $6.252 > T_{tabel}$ of 1.655, therefore H_0 is rejected and H_1 is accepted. So *Brand Awareness* (X_1) has a significant effect on *Brand Attitude* (Y).

Effect of Halal Label (X_2) on *Brand Attitude* (Y)

The test results were carried out using SPSS 26 *software*, the acquisition of the results of the Halal Label (X_2) on *Brand Attitude* (Y) was 4.233. The researcher's error rate is 5% or 0.05 and $df = (n-k)$, $df = 147 - 3 = 144$. The value of T_{hitung} will be compared with the T_{tabel} obtained of 1.655 in accordance with the provisions.

Then the results obtained are the value of T_{hitung} of $4.233 > T_{tabel}$ 1.655, therefore H_0 is rejected and H_1 is accepted. So the Halal Label (X_2) has a significant effect on *Brand Attitude* (Y).

Effect of *Brand Awareness* (X_1) and Halal Label (X_2) on *Brand Attitude* (Y)

The test results were carried out using SPSS 26 *software*, the results of the *Brand Awareness* (X_1), Halal Label (X_2) and *Brand Attitude* (Y) variables were 68.607. Then look for F_{tabel} which can be found by means of the numerator df (N_1) = ($k-1$), and the denominator (N_2) = ($n-k$), and the specified error rate of 5%. Therefore, the numerator $df = 2$ and the denominator df is 144, so that $F_{tabel} = 3.06$ is obtained.

From these results it can be seen that the calculation obtained is F_{count} 68.607 $> F_{table}$ 3.06 then H_0 is rejected and H_1 is accepted. This means that the *Brand Awareness* (X_1) and Halal Label (X_2) variables together have an effect on *Brand Attitude* (Y).

CONCLUSION

Based on the results of research that has been conducted on the analysis of *Brand awareness* and *Halal labels* on *Brand attitude* in customers of Wardah Brand cosmetics in Sukabumi City. Based on the results of the analysis and discussion described in the previous chapter. then the following conclusions can be drawn:

- 1) Brand Awareness has a positive and significant effect on Brand Attitude (Case study on Wardah brand cosmetic women customers in Sukabumi City).
- 2) Halal label has a positive and significant effect on Brand Attitude (Case study on customers of Wardah brand cosmetic women in Sukabumi city).
- 3) Brand Awareness and Halal Label have a positive and significant effect on Brand Attitude (Case study of Wardah brand cosmetic women customers in Sukabumi City).

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