



Contents lists available at: <https://e-journal.unair.ac.id>

AJIM (Airlangga Journal of Innovation Management)

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

Are Islamic Branding and Halal Awareness Relevant? A Study of Annuqayah Santri's Purchasing Decisions on Wardah Cosmetics

Sumita¹, Maksum^{2*}

^{1,2} Department of Islamic Economics, Faculty of Shariah and Islamic Economics, Universitas Annuqayah, Indonesia

ARTICLE INFO

Paper Type:

Research Paper

Keywords:

Islamic Branding, Halal Awareness, Trust, Product Quality, Purchasing Decision

Article History

Received: 22 September 2024

Revised: 4 December 2024

Accepted: 6 December 2024

Available online: 11 December 2024

This is an open access article under the CC BY-NC-SA license

(<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

ABSTRACT

Cosmetics have become an important part of women's lives, including teenage santriwati at Pondok Pesantren Annuqayah, who use cosmetics not only to maintain skin health but also to boost self-confidence. Indonesia, as the second largest market for halal cosmetics, is a relevant place to examine the influence of Islamic branding, halal awareness, trust, and product quality on purchasing decisions. Islamic branding is expected to give consumers a sense of trust that the product is halal. Halal awareness also influences consumers in choosing halal-labeled products as part of compliance with sharia. The research uses a quantitative approach with a purposive sampling technique with the criteria that female Santri are at least 15 years old, Wardah cosmetic users, and have used it for the past year. The data were analysed using multiple regression with a sample of 100 respondents obtained through filling out a questionnaire by Santri, which was then carried out using a validity test, a classical assumption test, and hypothesis testing using multiple linear regression with the help of SPSS. The results showed that partially Islamic branding (0.029), trust (0.003), and product quality (0.001) have an influence on the purchasing decisions of Pondok Pesantren Annuqayah Santri on Wardah cosmetic products, while halal awareness (0.062) has no effect. These results provide an understanding of the behaviour of santri through an Islamic economic approach. Further research can increase the number of observations about the behaviour of Santri at the Islamic Boarding School.

*Corresponding author: maksummuktie@ua.ac.id

Cite this article as: Sumita & Maksum.(2024). Are Islamic Branding and Halal Awareness Relevant? A Study of Annuqayah Santri's Purchasing Decisions on Wardah Cosmetics. *Airlangga Journal of Innovation Management*, 5(4), 599-615. <https://doi.org/10.20473/ajim.v5i4.63453>

Introduction

Cosmetics have evolved into a necessary tool for women who want to look better and feel more confident about themselves. Cosmetics are used by women who are trying to help them shape who they are and find their identity in the environment they live in (Fadhilah et al., 2023). The same thing happened to the Santri in Pondok Pesantren Annuqayah, which is dominated by teenagers. Teenagers today make cosmetics a mandatory item that they must use to maintain the health of their skin (Akbar & Djuniardi, 2024; Fachruroji & Padmalia, 2023). In addition, Indonesia is the second largest market for halal cosmetics consumer (State of the Global Islamic Economy Report, 2023).

Product branding using religious or sharia values has been widely done in product marketing, especially if the target market is Muslims (Abdullah et al., 2022; Rafiki et al., 2023). It is important for the product to be halal because people believe that products with Islamic brands must be halal (Dari & Fourqoniah, 2023). Islamic branding is used for halal-labelled products to increase the positive value of consumer trust so that they will be interested in buying them. The use of Islamic branding identity can be defined as the use of values related to Islam and attaching them to a product (Pamungkas et al., 2021).

Halal awareness also has an important role in the consumer decision, especially for Muslim consumers. A consumer, especially a Muslim consumer, will choose and make purchases on products that have a halal label (Azam & Abdullah, 2020; Hanifasari et al., 2024; Osman & Aziz, 2019). This condition is the main reason for customers to buy and use halal goods (Rahmawaty & Rakhmawati, 2022; Yudha et al., 2024; Yunus et al., 2014).

Other factors that have an impact on consumer purchasing decisions are trust and product quality. Consumer trust is the consumer's understanding of the obstacles faced by the seller during the customer experience and the possibility of fulfilling customer expectations and satisfaction (Oktavia & Harahab, 2021). Trust is very influential on purchasing decisions. Because if a consumer already believes in a product that he will buy, the consumer will decide to buy the product (Dharma & Sukaatmadja, 2015).

Product quality is a factor that is closely related to purchasing decisions because a product will continue to maintain the quality of its products and make their quality better in order to attract consumer purchasing decisions (Achmad & Fikriyah, 2021). Customers' desired product quality is correlated with the product's ability to meet their needs and safety, ensuring that they feel both physically and psychologically secure while using the product (Hidayat, 2023). Thus, product quality is the most important thing in influencing consumer purchasing decisions. because every consumer wants a good-quality product.

This study attempts to find a clear relationship between Islamic branding and halal awareness on the purchasing decisions of santri at Annuqayah Islamic Boarding School. Santri are considered as teenagers who are studying Islam in Islamic boarding schools and have a higher level of halal awareness and something related to Islam than other teenagers. Several previous studies have found that Islamic branding affects cosmetic purchasing decisions (Pamungkas et al., 2021) and halal awareness also affect purchasing decisions (Achmad & Fikriyah, 2021). However, there is no research that focuses on the purchasing behaviour of Santri in terms of cosmetics with halal branding.

Based on the explanation above, the formulation of the problem is whether Islamic branding, halal awareness, trust, and product quality have a partial or simultaneous effect on the decision of the santri of the Annuqayah Islamic Boarding School to purchase Wardah cosmetic products.

Literature Review

Islamic Branding

Islamic branding can be defined as branding that combines religious elements with materialistic and earthly and heavenly things. This combination can be understood as incorporating religious values into the brand in the lives of adherents in the hope of getting rewards. Islam views all actions based on intention, so that all work, if properly intended, will definitely get a reward (Alserhan, 2010). Islamic branding can be done to products with a target market of Muslim consumers. This is because products that are branded religiously will produce emotional bonds between Muslim consumers and these products (Bukhari & Isa, 2020). Products that use halal branding are more easily accepted by Muslim consumers than cheaper prices (Hosain, 2021).

Halal Awareness

The concept of halal and haram, how a product is made in compliance with Sharia, and the significance of giving halal products priority are the sources of Muslim consumers' knowledge of halal. When choosing products to buy and consuming, Muslims need to be aware of halal issues. Products used by Muslim consumers are not only manufactured by Muslims but also by non-Muslims. When a person understands the importance of eating halal food, this increases the desire to buy products that have a halal mark. The better the understanding of Muslim consumers about halal products, the better their consumption behaviour towards the halalness of every product they consume. This also affects the interest of a Muslim to buy and consume products in accordance with Islamic law. Therefore, halal awareness plays an important role in influencing the purchase of halal food products (M et al., 2020).

Halal brand awareness, or how knowing a consumer's halal brand serves as a guide when locating and consuming products, is sometimes associated with halal awareness in literature. A variety of factors are taken into account when evaluating halal brand awareness, such as recall (the extent to which a customer can name a particular halal brand when asked), recognition (the extent to which customers can identify a particular halal brand across different product categories), purchase (the extent to which a customer selects a halal brand over numerous comparable goods), and consumption (the extent to which customers can recall a halal brand when using competing products) (N. Kotler & Kotler, 2009; Vanany et al., 2020).

Trust

Consumer trust can be defined as the perception of product reliability from the consumer's own point of view based on previous experiences or interactions in fulfilling the benefits and satisfaction of the product (Djati & Ferrinadewi, 2004; Meliana et al., 2013). Barnes defines trust as the level of confidence a person has in a partner about behavior that matches expectations, such as promises or statements that can be trusted (Barnes, 2003; Lestari, 2018). According to Chaudhuri and Holbrook in Maulana, trust can especially lessen uncertainty when customers feel less secure because they think the brand has been dependable (Maulana & Marista, 2021). Trust is the willingness of customers to put their faith in a brand because they think that particular products will be able to deliver on their promises and prioritize the needs of their customers (Kanwar & Huang, 2022).

Trust in a product can be seen from the belief in the product used; the product meets the needs and desires well (Ishak, 2010; Octavia, 2021). The first indicator of brand trust, according to Ballester in (Maria, 2017), is viability (ability), which is predicated on the belief that the brand can satisfy the needs and wants of its customers. This relates to how the consumer views the brand's capacity to deliver on its commitments. In essence, this dimension is about having faith in a brand because we believe it will be able to deliver on

its promises in the future; if it can, consumers are more likely to believe in it. Second, intentionality, which represents each customer's emotional defense. This dimension explains the trust element that gives individual customers confidence that the brand will be accountable and maintain consistency in the face of impending challenges or changing circumstances (Maria, 2017). In the halal cosmetics industry, trust is crucial because customers need to know that the products they use are free of haram ingredients and comply with sharia. Market share will be maintained and customer loyalty will be fostered by this trust.

Product Quality

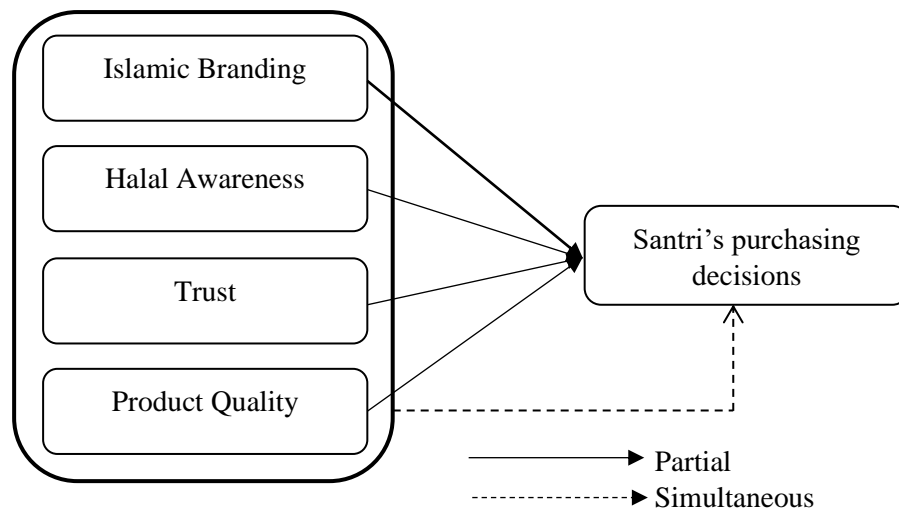
Product quality is the standard or expectation that consumers want for a product in fulfilling their needs. From a producer's perspective, product quality is the superiority of the products offered by producers to satisfy consumer needs and expectations. Product quality, according to Kotler and Armstrong, is a conglomeration of unique attributes of goods and services that can satisfy needs, such as ease of maintenance, durability, dependability, and fixity (P. Kotler & Armstrong, 2008). Product quality is always used as a strategic weapon to compete and even beat competitors. Companies that can provide quality products will have faster growth than other companies in the long term (N. Kotler & Kotler, 2009; Widjaja & Nurdiyana, 2018).

Product quality is determined by its ability to achieve its intended functions, which include accuracy, dependability, and overall durability. Since not all businesses can attain this degree of recognition, organizations or businesses that place a high priority on product quality will have an advantage over rivals in gaining market share. That means a business can stay competitive in this industry by consistently assessing and enhancing the quality of the goods it produces (Satdiah et al., 2023). Product quality must be the primary focus of business development in the cosmetics industry, particularly in the halal cosmetics sector. This is due to the direct correlation between consumer confidence and product quality, which in turn affects market competitiveness.

Previous Research

Research on Islamic branding and halal awareness has been conducted previously, especially with regard to cosmetics that carry halal branding. Halal knowledge and Islamic religiosity have an influence on purchasing decisions in Surabaya City (Achmad & Fikriyah, 2021). Another study found that Islamic Branding affects cosmetic purchasing decisions (Dari & Fourqoniah, 2023; Pamungkas et al., 2021). Trust is a variable that also has an influence on purchasing decisions (Oktavia & Harahab, 2021).

Halal awareness in a food is important because a person's halal awareness will ensure that the manufacturing process to become a ready-to-consume item must be halal (M et al., 2020). Since millennials have a wealth of information at their disposal to confirm that the products they wish to purchase are, in fact, halal, halal awareness is growing in popularity (Hanifasari et al., 2024; Osman & Aziz, 2019). Even products produced by non-Muslims must provide clarity on the halalness of their products (Yunus et al., 2014).



Graph 1 Research Model

Source: Author (2024)

Hypothesis

Islamic Branding and Purchasing Decisions

Muslim consumer segmentation in a given area can be targeted by using Islamic branding to set a product apart from competitors. Islamic branding guarantees that the production process and raw materials used are compliant with Islam (i.e., neither the ingredients nor the manufacturing process contain any haram elements). It also goes beyond simply using the name Islam or placing the halal logo on the packaging. Islamic branding will form consumer confidence so as to increase the decision to make a purchase (Ainiah, 2021). Additionally, in Muslim countries like Malaysia and Indonesia, Islamic branding influences the choices made by consumers, especially millennials (M et al., 2020; Osman & Aziz, 2019). The majority of customers at Santri Annuqayah are teenagers who are still receiving their Islamic education, from junior high school through college, and they will select goods with Islamic themes.

H1: Islamic branding has a positive effect on Santri purchasing decisions

Halal Awareness and Purchasing Decisions

Halal awareness refers to a Muslim's ability to use halal products as a guide when they are aware of the terms, procedures, and values associated with doing so. The growth of the Islamic economy has led to a significant increase in the supply of halal goods in a number of industries, including Islamic finance, Islamic tourism, Islamic fashion, halal medicines, and cosmetics. These industries have expanded beyond the production of halal food (Fitriya, 2017). Halal awareness has an impact on consumer choices because it gives consumers guidelines to make sure the product complies with Islamic law (Amalia & Sylvia Rozza, 2022; M et al., 2020; Sara et al., 2022). When it comes to halal awareness, a santri who lives in close proximity to sharia on a daily basis is undoubtedly more knowledgeable than those who reside outside the Islamic boarding school.

H2: Halal awareness has a positive effect on Santri purchasing decisions

Trust and Purchasing Decisions

Trust is necessary for transactions between buyers and sellers; the buyer believes in the seller's goods, and the seller believes in the buyer. When a customer utilizes a product and is pleased with it, trust naturally develops (Meliana et al., 2013; Saputra, 2024). Customers who are trusted feel more confident that the product they purchase will be appropriate and fulfilling (Fadhilah et al., 2023; Karim et al., 2020; Oktavia & Harahab, 2021). Based on their experience using a specific product, each customer has a different level of trust. The same thing that occurs to a santri with specific product beliefs also happens to them.

H3: Trust has a positive effect on Santri purchasing decisions

Product Quality and Purchasing Decisions

A product will be seen based on its quality by paying attention to the durability, reliability, and other conveniences inherent in the product (Anwar & Satrio, 2015). Another claim is that a product's quality may be used as a strategic advantage over rivals (Oktavenia & Ardani, 2019). There has been a lot of research on how product quality affects purchasing decisions (Afriani & Suhardi, 2024; Fachruraji & Padmalia, 2023). Higher levels of consumer desire to purchase a product are associated with higher product quality.

H4: Product quality has a positive effect on purchasing decisions

Methodology

This research is located in the Pondok Pesantren Annuqayah Latee II area, which is a pesantren complex for female students in Sumenep Regency. A quantitative approach was used with data collection through filling out questionnaires and interviews with female students of Annuqayah Islamic Boarding School. The number of samples used was 100 respondents obtained through purposive sampling technique with the criteria that women are at least 15 years old, purchase Wardah cosmetic products, and use them for more than 1 year. The number of samples is obtained using the minimum number for multivariate research, namely 5 - 10 multiplied by the number of indicators. This study has 20 indicators, so the ideal sample size is between 100 and 200 respondents (Hair et al., 2019). Multiple linear regression data analysis is applied with three stages, namely validity and reliability tests, assumption tests, and hypothesis testing using SPSS 21 (Suryani & Hendriyadi, 2016). The regression equation is as follows:

$$Y: a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Results and Discussion

Result

According to the data gathered, 52% of respondents had completed high school, 28% were enrolled in universities, and 20% had only completed junior high school. Santri from Pondok Pesantren Annuqayah comprise all of the responders. Based on the duration of use, 82% of people have used Wardah cosmetics for 1-3 years, and 18% have used them for more than 3 years.

Data Validity Test

Validity Test

The results of the validity test can be determined by the following conditions (Usman & Akbar, 2020):

- a. The question or statement is considered valid if the calculated R value is greater than the table R value ($R_{\text{count}} > R_{\text{table}}$)
- b. The question or statement is considered invalid if the calculated R value is less than the value in the R table ($R_{\text{count}} < R_{\text{table}}$)

Table 1 Validity Test Output

Variable	Item	r Count	r Table	Decision
Islamic Branding	X1.1	0,571	0,196	Valid
	X1.2	0,521		
	X1.3	0,465		
	X1.4	0,494		
Halal Awareness	X2.1	0,662		
	X2.2	0,732		
	X2.3	0,717		
	X2.4	0,619		
	X2.5	0,579		
Trust	X3.1	0,495		
	X3.2	0,611		
	X3.3	0,690		
	X3.4	0,451		
Product Quality	X4.1	0,671		
	X4.2	0,675		
	X4.3	0,445		
	X4.4	0,690		
	X4.5	0,549		
	X4.6	0,309		
Purchasing Decision	Y1.1	0,618		
	Y1.2	0,613		
	Y1.3	0,570		
	Y1.4	0,679		
	Y1.5	0,483		

Source: Data processing by researchers, 2024

Every statement has a rcount larger than the rtable (0.196), which indicates that each statement is valid, according to the data in the data above (table 1).

Reliability Test

If the Cronbach Alpha value for a construct or variable is greater than 0.60, it can be considered reliable (Usman & Akbar, 2020).

Table 2 Reliability Test Output

No	Variable	Cronbach A	Reliability Limit	Decision
1	Islamic Branding	0,723		Reliable
2	Halal Awareness	0,848		Reliable
3	Trust	0,760	0.60	Reliable
4	Product Quality	0,800		Reliable
5	Purchasing Decision	0,806		Reliable

Source: Data processing by researchers, 2024

There are five outputs from the Islamic Branding (X1), Halal Awareness (X2), Trust (X3), Product Quality (X4), and Purchasing Decisions (Y) variables, each of which has a value > 0.60 , according to the

reliability test results shown in the table 2. So it can be concluded that the measuring instrument of this study is said to be reliable.

Classic Assumption Test

Normality Test

The data normalcy test selected the Kolmogorv-Smirnov test. The significance value of data indicates whether or not it is normally distributed. If the value is greater than 0.05, the data is considered normal; if it is less than 0.05, the variable is not normally distributed (Ghozali, 2016; Usman & Akbar, 2020).

Table 3 Normality Test Output

Sample	Kolmogov-Smirnov	Significance	Decision
100	0,604	0,05	Normal

Source: Data processing by researchers, 2024

The significance value is $0.604 > 0.05$, which indicates that the data tested can be normally distributed, according to the results of the normality test in table 3.

Multicolinierity Test

Achieving a tolerance value > 0.1 (10%) and a VIF value < 10 indicates the presence of multicollinearity (Ghozali, 2016; Sarwoko, 2005).

Table 4 Multicolinienirity Test Output

Model	Collinearity Statistics	
	Tolerance	VIF
Islamic Branding	0,397	2.522
Halal Awareness	0,302	3.315
Trust	0,350	2.854
Product Quality	0,333	2.999

Source: Data processing by researchers, 2024

It can be concluded that there is no multicollinearity based on the tolerance value in the table 4, which indicates that none of the dependent variables have a tolerance value > 0.1 (10%) and that there are no data values < 10 at the variance inflation factor (VIF) value.

Autocorrelation Test

Table 5 Autocorrelation Test Output

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watson
1	.782 ^a	.612	.596	2.01305	1.958

Source: Data processing by researchers, 2024

Drawing from the Durbin-Watson (DW) table, the DW value is 1.958, while the DU value is 1.7804; subsequently, based on the value of $DU < DW < (4-DU)$, that is, $1.7804 < 1.958 < (4-1.7804)$, it can be inferred that there is no correlation. These findings are supported by the analysis of 100 respondent data points and a sig value of 5% with 4 independent variables (Ghozali, 2016; Suryani & Hendriyadi, 2016).

Heteroscedasticity Test

The graph test is analyzed in order to perform the heteroscedasticity test. In order to determine whether heteroscedasticity exists in the study data, this test compares the distribution between the dependent variable's residuals and predicted value. The scatter plot, which displays the data distribution, shows where it was detected (Suliyanto, 2011). Some of the conditions for heteroscedasticity include, first, data points spread above and below or around zero. Second, the data points gather only at the top and below or spread out. Third, the distribution of data points should not form a wavy pattern widening, narrowing, and widening again. Third, the distribution of data points does not form a pattern.

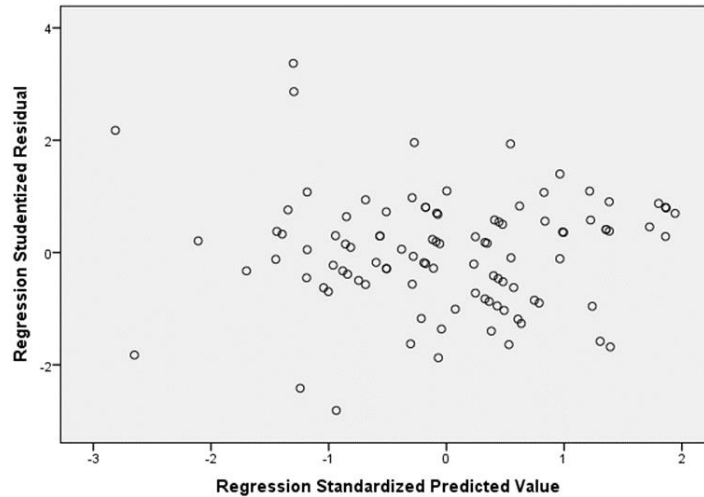


Figure 1 Scatterplot

Source: Data processing by researchers, 2024

It is evident from the figure 1 that the points are arbitrary in that they are dispersed above and below the 0 on the Y axis. Therefore, it can be said that the heteroscedasticity issue is unfounded.

Multiple Regression Analysis

The process of calculating statistics in this study is to use the help of the SPSS 21 system, as can be seen in the following table 6:

Tabel 6 Multiple Regression Analysis Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.638	1.455		1.813	.073
Islamic Branding (X1)	.216	.097	.218	2.214	.029
Halal Awareness (X2)	.201	.107	.220	1.889	.062
Trust (X3)	.424	.140	.327	3.031	.003
Product Quality (X4)	.347	.096	.398	3.596	.001

a. Dependent Variable: Purchasing Decision (Y)

Source: Data processing by researchers, 2024

Table 6 indicates how the results of the regression analysis, specifically the coefficients for the Islamic Branding variable (X1), Halal Awareness (X2), Trust (X3), and Product Quality (X4), increase by one unit each to 0.347, 0.216, 0.201, and 0.424, respectively, affect the Santri Purchase Decision variable with the regression equation model obtained is as follows:

$$Y = 2.638 + 0,216X_1 + 0,201X_2 + 0,424X_3 + 0,347X_4 + 1.455 + e$$

Simultaneous F Test

The following are the results of calculating the regression model parameters simultaneously (simultaneously).

Table 7 Simultaneous F Test Output

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	607.135	4	151.784	37.456	.000 ^b
Residual	384.975	95	4.052		
Total	992.110	99			

a. Dependent Variable: Purchasing Decision (Y)

b. Predictors: (Constant), Islamic Branding (X1), Halal Awareness (X2), Trust (X3), Product Quality (X4)

Source: Data processing by researchers, 2024

This F test is carried out to determine whether there is an influence of the independent variables on the dependent variable simultaneously. To determine whether there is an influence or not, using comparison criteria, namely if $F\text{-count} > F\text{-table}$ or significance value < 0.05 , then simultaneously there is a significant influence of Islamic branding variables, Halal awareness, trust, and product quality on purchasing decisions (Suliyanto, 2011).

The results of the calculation seen from the table above show the value of $F\text{-count} = 37,456 > F\text{-table} = 2.46$ with a significance level of $0.000 < 0.05$. This suggests that Santri's decisions to buy Wardah cosmetic products are significantly influenced by a combination of factors, including Islamic branding, Halal awareness, trust, and product quality.

Partial T Test

The simultaneous test cannot distinguish which variables affect the independent variable; therefore, the T test is carried out. This test is also called a partial test, which is useful for testing the effect of each independent variable (Islamic branding, halal awareness, trust, and product quality) partially on the dependent variable (Santri purchase decision). The significance level used is 0.05, so if the probability t value < 0.05 then the hypothesis is accepted, while if the probability t value > 0.05 then the hypothesis is rejected (Suliyanto, 2011).

The t test results in table 6 above show the results of the Islamic Branding Variable (X1) have a positive and significant effect on the Santri Purchase Decision variable (Y). Because it has $t\text{-count} (2.214) > t\text{-table} (1.985)$ and significance value of $0.029 < 0.05$, it can be concluded that the hypothesis (H1), which states that the Islamic Branding variable affects the Santri Purchase Decision, is accepted. The Halal Awareness variable (X2) has no effect on the Student Purchasing Decision variable (Y) because it has $t\text{-count} (1.889) < t\text{-table} (1.985)$ and significance value of $0.062 > 0.05$. It can be concluded that the hypothesis (H2), which states that the Halal Awareness variable affects the Student Purchasing Decision, is rejected. The trust variable (X3) has a positive and significant effect on the Santri Purchase Decision variable (Y) because it has $t\text{-count} (3.031) > t\text{-table} (1.661)$ and significance value of $0.003 < 0.05$. It can be concluded that the hypothesis (H3), which states that the trust variable affects the Santri Purchase Decision, is accepted. The Product Quality variable (X4) has a positive and significant effect on the Santri Purchase Decision variable (Y) because it has $t\text{-count} (3.596) > t\text{-table} (1.985)$ and significance value of $0.001 < 0.05$. It can be concluded that the hypothesis (H4), which states that the Product Quality variable affects the Santri Purchase Decision variable, is accepted.

R Square Test

Table 8 Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.782 ^a	.612	.596	2.01305

a. Predictors: (Constant), Islamic Branding (X1), Halal Awareness (X2), Trust (X3), Product Quality (X4)

b. Dependent Variable: Purchasing Decision (Y)

Source: *Data processing by researchers, 2024*

The results of testing using the SPSS program show that the coefficient of determination (R Square) obtained is 0.612. Thus, it can be said that the magnitude of the influence of Islamic branding variables, Halal awareness, trust, and product quality, on Santri purchasing decisions is 61.2%, while the remaining 38,8% of purchasing decisions are influenced by other variables not examined by researchers.

Discussion

The Impact of Islamic Branding on Santri Product Decisions Regarding Wardah Cosmetics Purchases

In this study, it can be seen that in the test, Islamic Branding (X1) has a positive and significant effect on the Santri Purchase Decision variable (Y), with a sig value for the effect of X1 on Y of 0.029 < 0.05 and t-count (2.214) > t-table (1.985). These results indicate that the better the level of consumer understanding of Islamic branding, the greater the influence on purchasing decisions made by consumers of halal cosmetics. Santri see that the use of any product in daily life must always involve Islamic values in it.

This finding indicates that a better understanding of Islamic branding will increase purchasing decisions for halal cosmetics among santri, who tend to be more sensitive to products that integrate Islamic values. With its Islamic-based educational model, the pesantren setting contributes significantly to enhancing Santri's understanding of the significance of selecting goods that adhere to sharia law. Pesantren education places a strong emphasis on applying Islamic values to all facets of life, including choosing and purchasing products and being aware that halal cosmetics are not only a matter of quality but also of sharia compliance. Thus, the concept of Islamic branding can strengthen santri purchasing decisions because consumers feel more confident and connected to their values. In addition, Pesantren have a role in identifying halal tourism, ensuring halal food processing, and providing education on Islamic business ethics in daily life (Qomaro, 2019).

These findings also suggest that campaigns that are more heavily infused with Islamic values can be used to strengthen Islamic branding in the marketing of halal cosmetics like Wardah. Marketing campaigns may use hijab-wearing celebrity endorsers, slogans that highlight sharia values, or partnerships with religious leaders to market goods (Rosa et al., 2024). This will reinforce the idea that the product not only meets aesthetic demands but also adheres to Islamic lifestyle norms. According to Alserhan, (2010) and Mutmainah & Romadhon, (2023), Products that are branded with Islamic values will increase marketing success for the Muslim market. This result supports research by Fahrullah et al., (2024) and Hosain, (2021) which found that using Halal branding, consumer segmentation can be mapped at the level of religiosity. Therefore, halal cosmetics manufacturers need to authentically integrate Islamic values in every aspect of their marketing to strengthen product appeal and success in the Muslim market.

The Impact of Halal Awareness on Santri Product Decisions Regarding Wardah Cosmetics

Different results were obtained for the Halal Awareness variable (X2), which did not affect the Santri Purchasing Decision (Y). This result is seen from the results of the t test, namely the sig value for the effect of X2 on Y is 0.062 > 0.05 and t-count (1.889) < t-table (1.985). These results indicate that halal awareness will not fully influence purchasing decisions but is also influenced by other things. Although

Halal Awareness is important, other factors are more influential in making purchasing decisions for halal cosmetic products among santri of Pesantren Annuqayah. When santri-friendly products are available, halal awareness alone is insufficient to sway their decisions. The reason behind this phenomenon is the influence of social factors (Subarman & Dunan, 2022). Santri are influenced by the following factors: their surrounding friends who also use Wardah products. Starting from following along and the match that can produce the best results is their main factor in purchasing products. In addition, Santri of Pondok Pesantren Annuqayah using Wardah cosmetic products can be caused because they consider their suitability in using Wardah products. This is a personal factor that will also influence purchasing decisions (Hudani, 2020). Therefore, although there is awareness about the halalness of the product, the purchasing decision of the santri of Pesantren Annuqayah is more influenced by social factors and friends' recommendations than just paying attention to halal aspects.

Previous research supports this finding. Asasa (2023), Aspan et al., (2017), and Monoarfa et al., (2023) show that halal awareness does not always have a significant effect on cosmetic purchasing decisions. Customers may choose halal products not only because they are aware of the product's halal status but also because they believe it meets their needs and preferences. Furthermore, halal awareness of cosmetics is somewhat lower than that of products that enter the body, like food and beverages, because they are used externally.

The Impact of Trust on Santri Product Decisions Regarding Wardah Cosmetics

In this study, it can be seen that trust (X3) has a positive and significant effect on the purchasing decision variable (Y), which can be seen in the results of the sig value for the effect of X3 on Y is $0.003 < 0.05$ and $t\text{-count} (3.031) > t\text{-table} (1.661)$, so it can be concluded that the trust variable has an effect on the student purchasing decision variable. Trust is obtained after consumers use the product with fulfilled benefits and satisfaction (Fadhilah et al., 2023). Student consumers have different beliefs depending on their experience in using a product. This also includes trust in using halal cosmetics. The descriptive statistical results show that 82% of Santri have used Wardah cosmetic products for 1–3 years, so it can be concluded that Santri have high trust in Wardah products. This result supports research by Karim et al., (2020), Oktavia & Harahab (2021 and Sari et al., (2024) on purchasing decisions that are affected by trust.

The Impact of Quality Product on Santri Product Decisions Regarding Wardah Cosmetics

The research results with the product quality variable indicate that product quality (X4) has a positive and significant effect on the purchase decision of Santri (Y), as evidenced by the t-test results, where the significance value for the effect of X4 on Y is $0.001 < 0.05$ and $t\text{-count} (3.596) > t\text{-table} (1.985)$. Every consumer, including students of Islamic boarding schools, will evaluate a product based on its quality, particularly in terms of cosmetics, as it will enhance their appearance. A student also needs to take care of their skin with quality products. Products that are of good quality will make consumers even more eager to obtain them. This is in line with the research by Hanifah & Susanti, (2023), Nadhiro' et al., (2023), and Octavia, (2021) which shows that a consumer's purchasing decision is influenced by the quality of the product they possess.

Conclusion

Several conclusions are drawn about the purchasing decisions of santri at Annuqayah Islamic Boarding School based on the data processing results and prior discussions using multiple linear regression analysis with the variables of Islamic branding, halal awareness, trust, and product quality. These conclusions include the following: Santri's decisions to buy Wardah cosmetic products are influenced by factors related to Islamic branding, trust, and product quality, all of which have values that are less than the significance value of 0.05 (5%). These variables include 0.029, 0.003, and 0.001 with $t\text{-count} 2.214, 3.031$ and 3.596 . The halal awareness variable yields different results; however, it does not influence students' decisions to buy wardah cosmetic products, as indicated by its significance value of 0.062, which is greater than 0.05 (5%) and $t\text{-count} \sqrt{f}(1.889) < t\text{-table} (1.985)$.

A few of the research's limitations are as follows: first, the study was limited to one of Annuqayah Islamic Boarding School's complexes, meaning its shortcomings could not apply to the entire property. Future studies are anticipated to select a sample from each complex that is representative of Annuqayah Islamic Boarding School overall. Future studies can also include lifestyle and social factors because Islamic boarding school life emphasizes community, with students living, eating, sleeping, and resting together.

Author's Contribution

The final manuscript was completed with contributions from all authors. Sumita was involved in data collection, hypothesis testing, and manuscript drafting. Maksum created the theoretical framework for research and the analysis of test results. Researchers had discussions in order to gather information and work together to complete the final manuscript.

Acknowledgements

Huge gratitude are extended to Annuqayah University, Latee II Regional Islamic Boarding School caregivers, administrators, and santri for giving me the chance and time to perform research and finish this study. In order to further scientific development, the support offered is very beneficial in examining santri behavior through an Islamic economic perspective.

Declaration of Competing Interest

The authors declare that this research was conducted without any commercial or financial relationship that could be construed as a potential conflict of interest.

Funding

This study did not receive any funding

Reference

- Abdullah, Z., Anuar, M. M., & Yaacob, M. R. (2022). Cause-related marketing purchase decision: Do religiosity and attitudes matter? *Journal for Global Business Advancement*. <https://www.inderscienceonline.com/doi/10.1504/JGBA.2021.123556>
- Achmad, D. N., & Fikriyah, K. (2021). Pengaruh Halal Knowledge, Islamic Religiosity dan Kualitas Produk terhadap Keputusan Pembelian Produk Wardah. *Jurnal Ekonomika Dan Bisnis Islam*, 4(3), 215–229. <https://doi.org/10.26740/jekobi.v4n3.p215-229>
- Afriani, S., & Suhardi, S. (2024). THE INFLUENCE OF BRAND IMAGE, QUALITY PRODUCT, AND BRAND TRUST ON CONSUMER PURCHASE DECISIONS FOR CAMILLE BEAUTY PRODUCTS IN BATAM CITY. *JURNAL CAFETARIA*, 5(1), 226–232. <https://doi.org/10.51742/akuntansi.v5i1.1203>
- Ainia, I. (2021). *Pengaruh Islamic Branding Terhadap Keputusan Pembelian Sabun Pembersih Wajah Merk Wardah: Studi Pada Mahasiswi Prodi Perbankan Syariah Angkatan 2017 IAIN Kediri* [Undergraduate, IAIN Kediri]. <https://etheses.iainkediri.ac.id/4442/>
- Akbar, F. A., & Djuniardi, D. (2024). DAMPAK BRAND IMAGE DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK MEREK SCARLETT DI KALANGAN REMAJA PUTRI INDONESIA: SEBUAH TINJAUAN SISTEMATIS LITERATUR. *Jurnal Kajian Ilmiah Multidisipliner*, 8(7), Article 7. <https://sejurnal.com/pub/index.php/jkim/article/view/3705>
- Alserhan, B. A. (2010). On Islamic branding: Brands as good deeds. *Journal of Islamic Marketing*, 1(2), 101–106. <https://doi.org/10.1108/17590831011055842>
- Amalia, R., & Sylvia Rozza, S. E. (2022). Analisis Pengaruh Halal Awareness, Religiusitas, Gaya Hidup, dan Viral Marketing terhadap Keputusan Pembelian Produk Skincare dan Kosmetik Halal (Studi pada Generasi Z di DKI Jakarta). *Account: Jurnal Akuntansi, Keuangan Dan Perbankan*, 9(2). <https://jurnal.pnj.ac.id/index.php/acc/article/view/4688>

- Anwar, I., & Satrio, B. (2015). PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 4(12). <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3146>
- Asasa, R. (2023). *Pengaruh Kepercayaan Merek, Kesadaran Halal, dan Persepsi Label Halal Terhadap Keputusan Pembelian Produk MS Glow di Kabupaten Kudus* [Skripsi, IAIN Kudus]. <http://repository.iainkudus.ac.id/11090/>
- Azam, M. S. E., & Abdullah, M. A. (2020). GLOBAL HALAL INDUSTRY: REALITIES AND OPPORTUNITIES. *IJIBE (International Journal of Islamic Business Ethics)*, 5(1), Article 1. <https://doi.org/10.30659/ijibe.5.1.47-59>
- Barnes, J. G. (2003). Secrets of customer relationship management (rahasia manajemen hubungan pelanggan). *Yogyakarta: Andi*.
- Bukhari, S. N. Z., & Isa, S. M. (2020). Islamic branding: Insights from a conceptual perspective. *Journal of Islamic Marketing*, 11(6), 1743–1760. <https://doi.org/10.1108/JIMA-02-2018-0035>
- Dari, T. P. W., & Fourqoniah, F. (2023). Pengaruh Islamic Branding, Word of Mouth dan Kualitas Produk Terhadap Keputusan Pembelian Produk Wardah di Kota Samarinda. *SEIKO: Journal of Management & Business*, 6(2), Article 2. <https://doi.org/10.37531/sejaman.v6i2.5539>
- Dharma, N. P. S. A., & Sukaatmadja, I. P. G. (2015). PENGARUH CITRA MEREK, KESADARAN MEREK, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN MEMBELI PRODUK APPLE. *E-Jurnal Manajemen*, 4(10). <https://ojs.unud.ac.id/index.php/manajemen/article/view/14527>
- Djati, S. P., & Ferrinadewi, E. (2004). PENTINGNYA KARYAWAN DALAM PEMBENTUKAN KEPERCAYAAN KONSUMEN TERHADAP PERUSAHAAN JASA: (Suatu kajian dan Proposisi). *Jurnal Manajemen Dan Kewirausahaan*, 6(2), Article 2. <https://doi.org/10.9744/jmk.6.2.pp>
- Fachrurroji, T. M., & Padmalia, M. (2023). PENGARUH PRICE PERCEPTION, SALES PROMOTION DAN PRODUCT QUALITY TERHADAP IMPULSE BUYING SKINCARE PRODUCT KONSUMEN PENGGUNA E - COMMERCE SHOPEE GENERASI Z DENGAN SHOPPING LIFESTYLE SEBAGAI MEDIASI. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, 8(6), Article 6. <https://doi.org/10.37715/jp.v8i6.3771>
- Fadhilah, M., Cahyani, P. D., & Nurjanah, T. (2023). *Meningkatkan Keputusan Pembelian Produk Kosmetik Melalui Kepercayaan Merek, Kualitas Produk, Dan Label Halal*.
- Fahrullah, A., Zulfa, F. L., Anwar, M. K., Ridlwan, A. A., & Yasin, A. (2024). The Influence of Islamic Branding , Religiousity, and Fashion Trends on Islamic Fashion Purchase Decisions. *IQTISHODUNA: Jurnal Ekonomi Islam*, 13(1), 59–80. <https://doi.org/10.54471/iqtishoduna.v13i1.1894>
- Fitriya, E. (2017). ANALISIS PENGARUH ISLAMIC BRANDING TERHADAP KEPUTUSAN KONSUMEN UNTUK MEMBELI PRODUK. *JIAI (Jurnal Ilmiah Akuntansi Indonesia)*, 2(1), Article 1. <https://doi.org/10.32528/jiai.v2i1.1422>
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program IBM SPSS 23*. http://digilib.itbwigalumajang.ac.id/index.php?p=show_detail&id=2775
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate data analysis (Eighth)*. *Cengage Learning EMEA*.
- Hanifah, N., & Susanti, A. (2023). Pengaruh Digital Marketing, Brand Preference dan Product Quality Terhadap Buying Decision Product skincare Avoskin. *Airlangga Journal of Innovation Management*, 4(1), Article 1. <https://doi.org/10.20473/ajim.v4i1.45494>
- Hanifasari, D., Masudin, I., Zulfikarijah, F., Rumijati, A., & Restuputri, D. P. (2024). Millennial generation awareness of halal supply chain knowledge toward purchase intention for halal meat products: Empirical evidence in Indonesia. *Journal of Islamic Marketing*, 15(7), 1847–1885. <https://doi.org/10.1108/JIMA-01-2023-0012>

- Hidayat, W. G. P. A. (2023). Pengaruh Label Halal dan Kualitas Produk Terhadap Proses Keputusan Pembelian Kosmetik Merek Wardah dengan Menggunakan Brand Image Sebagai Variabel Intervening. *Jurnal Keislaman*, 6(1), Article 1. <https://doi.org/10.54298/jk.v6i1.3708>
- Hosain, M. S. (2021). Branding “Halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. Scopus. <https://doi.org/10.1108/PRR-12-2020-0043>
- Hudani, A. (2020). Pengaruh faktor budaya, faktor social, dan faktor pribadi terhadap keputusan pembelian. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 99–107. <https://doi.org/10.37631/e-bisma.v1i2.195>
- Ishak, A. (2010). Manajemen operasi. *Yogyakarta: Graha Ilmu*, p159.
- Kanwar, A., & Huang, Y.-C. (2022). Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust. *Review of Integrative Business and Economics Research*, 11(3), 61–80.
- Karim, R., Wolok, T., & Radji, D. L. (2020). Pengaruh Kepercayaan Konsumen Terhadap Keputusan Pembelian Online di kalangan mahasiswa fakultas Ekonomi Universitas Negeri Gorontalo. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 3(2), 88–99.
- Kotler, N., & Kotler, P. (2009). Manajemen Pemasaran Jilid 2, edisi Ketiga Belas, Terjemahan Bob Sabran, MM. *Jakarta: Penerbit Erlangga*.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*. Erlangga.
- Lestari, N. A. (2018). PENGARUH KEPERCAYAAN DAN KEMUDAHAN TRANSAKSI TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA SITUS MATAHARIMALL.COM. *Jurnal Ilmu Manajemen (JIM)*, 6(1). <https://ejournal.unesa.ac.id/index.php/jim/article/view/22568>
- M, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Maria, R. T. (2017). *Pengaruh Brand Image, Brand Trust, dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan* [Skripsi]. Universitas Negeri Semarang.
- Maulana, Y. S., & Marista, M. (2021). The Effect of Brand Image and Brand Trust on Oppo Cellphones Purchasing Decisions In Banjar City. *Jurnal Manajemen Bisnis*, 8(2), 214–225.
- Meliana, M., Sulistiono, S., & Setiawan, B. (2013). Pengaruh Kualitas Pelayanan dan Kepercayaan Konsumen Terhadap Keputusan Pembelian: STUDI KASUS PADA GIANT HYPERMARKET. *Jurnal Ilmiah Manajemen Kesatuan*, 1(3), 247–254. <https://doi.org/10.37641/jimkes.v1i3.273>
- Mutmainah, & Romadhon, M. R. (2023). Influence of Halal Lifestyle, Islamic Branding, and Social Media Marketing on Muslim Fashion Purchasing Decisions. *Airlangga Journal of Innovation Management*, 4(2), Article 2. <https://doi.org/10.20473/ajim.v4i2.49714>
- Nadhiro', H. A., Salim, M. A., & Athia, I. (2023). Pengaruh Persepsi Label Halal, Brand Image, Dan Kualitas Produk, Terhadap Keputusan Pembelian Produk Kosmetik Wardah (Studi Pada Pengguna Wardah Di Kepanjen). *E-JRM: Elektronik Jurnal Riset Manajemen*, 12(02), Article 02. <https://jim.unisma.ac.id/index.php/jrm/article/view/20434>
- Octavia, A. C. (2021). PENGARUH KEPERCAYAAN KONSUMEN, KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN DI FLAMINGGO COLLECTION. *JURNAL ILMIAH EDUNOMIKA*, 5(02), Article 02. <https://doi.org/10.29040/jie.v5i2.2452>
- Oktavenia, K. A. R., & Ardani, I. G. A. K. S. (2019). PENGARUH KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE NOKIA DENGAN CITRA MEREK SEBAGAI PEMEDIASI. *E-Jurnal Manajemen*, 8(3), 1374–1400. <https://doi.org/10.24843/EJMUNUD.2019.v08.i03.p08>
- Oktavia, A., & Harahab, D. F. (2021). LIFE STYLE DAN KEPERCAYAAN BERPENGARUH TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK HALAL WARDAH. *Jurnal Manajemen Sains*, 1(2), Article 2. <https://doi.org/10.36355/jms.v1i2.555>

- Osman, L. H., & Aziz, R. S. (2019). *MILLENNIAL GENERATIONS' AWARENESS OF HALAL SUPPLY CHAIN AND RELATED FOOD PRODUCT IN MALAYSIA*.
- Pamungkas, N. L., Ibdalsyah, I., & Triwoelandari, R. (2021). Pengaruh Islamic Branding, Celebrity Endorser, dan Pengetahuan Produk terhadap Keputusan Pembelian Konsumen Kosmetik Wardah. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(2), 111–125.
- Qomaro, G. W. (2019). PESANTREN AS HALAL TOURISM CO-BRANDING: HALAL INDUSTRY FOR SUSTAINABLE DEVELOPMENT GOALS. *Maqdis: Jurnal Kajian Ekonomi Islam*, 4(1), Article 1. <https://doi.org/10.15548/maqdis.v4i1.485>
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*, 8(3), 898–919. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahmawaty, A., & Rakhmawati, I. (2022). Repurchase Intention of Halal Cosmetic Product Among Muslim Consumers: The Roles of Islamic Branding, Halal Awareness, and Trust. *IQTISHADIA*, 15(1), Article 1. <https://doi.org/10.21043/iqtishadia.v15i1.14668>
- Rosa, F. R. D., Shlah, I. A., & Wijiono, S. (2024). THE EFFECT OF HALAL LABELING, ISLAMIC BRANDING, AND CELEBRITY ENDORSER ON THE PURCHASE DECISION OF SUNSILK HIJAB SHAMPOO PRODUCTS (CASE STUDY OF A STUDENT OF THE ISLAMIC UNIVERSITY OF JEMBER). *PROCEEDING INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS AND INFORMATION TECHNOLOGY (ICEBIT)*, 5, 390–397. <https://doi.org/10.31967/prmandala.v5i0.1217>
- Saputra, T. T. A. (2024). Pengaruh Customer Relationship Marketing, Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Mitra Usaha Di PT. Budi Starch & Sweetener, Tbk. Ponorogo. *ASSET: Jurnal Manajemen Dan Bisnis*, 6(3). <https://journal.umpo.ac.id/index.php/ASSET/article/view/7873>
- Sara, S. K., Ahmad, R. M., & Arkiang, F. (2022). Pengaruh kesadaran halal terhadap minat beli kosmetik halal. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, 4(1), 21–37.
- Sari, D. K., Maulidyah, N. L., & Nugroho, T. T. (2024). The Effect of Lifestyle, Consumer Trust, and Perceived Value on Purchase Intention of Thrift Shop in Sidoarjo. *Airlangga Journal of Innovation Management*, 5(2), Article 2. <https://doi.org/10.20473/ajim.v5i2.57719>
- Sarwoko, M. (2005). Dasar-dasar ekonometrika. *Yogyakarta: Andi Offset*.
- Satdiah, A., Siska, E., & Indra, N. (2023). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada Toko Cat De'lucent Paint. *CiDEA Journal*, 2(1), 24–37.
- State of the Global Islamic Economy Report*. (2023). DinarStandard.
- Subarman, P. S., & Dunan, H. (2022). Pengaruh Faktor Sosial, Gaya Hidup, Dan Karakteristik Produk Terhadap Keputusan Pembelian. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(3), 405–424.
- Suliyanto, D. (2011). Ekonometrika terapan: Teori dan aplikasi dengan SPSS. *Penerbit Andi: Yogyakarta*.
- Suryani, & Hendriyadi. (2016). *Metode Riset Kuantitatif: Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam*. Prenada Media.
- Usman, H., & Akbar, P. S. (2020). *Pengantar Statistika (Edisi Ketiga): Cara Mudah Memahami Statistika*. Bumi Aksara.
- Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2020). Determinants of halal-food consumption in Indonesia. *Journal of Islamic Marketing*, 11(2), 507–521. <https://doi.org/10.1108/JIMA-09-2018-0177>
- Widjaja, Y. R., & Nurdiana, G. (2018). KUALITAS PRODUK DAN DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN GITAR ARISTONE PADA CV. ARISTA BANDUNG. *Coopetition: Jurnal Ilmiah Manajemen*, 9(2), Article 2. <https://doi.org/10.32670/coopetition.v9i2.23>
- Yudha, A. T. R. C., Huda, N., Maksun, M., Sherawali, S., & Wijayanti, I. (2024). The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase. *Indonesian Journal of Halal Research*, 6(2), Article 2. <https://doi.org/10.15575/ijhar.v6i2.34614>

Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer. *Procedia - Social and Behavioral Sciences*, 130, 145–154. <https://doi.org/10.1016/j.sbspro.2014.04.018>